



The Good Side of Recession

Kent Biel of Access Telcom Describes How New Technology and Innovative Programs Benefit Companies Even More During an Economic Downturn

SPOKANE, WA – April 23, 2008 – Whether you think we're in a recession or not, the fact of the matter is, the economy has experienced a dramatic downturn. According to the International Monetary Fund (IMF), economic growth in the United States is expected to slow to just 0.5% this year, which would mark the worst pace in 17 years. The IMF projected the U.S. economy will grow by a feeble 0.6% in 2009.

A recession weeds out some businesses. Those companies with the right people, making the right decisions, and implementing the right strategies will come out of the recession with flying colors. The advent of new communications technology is gaining popularity with innovative programs. The impact of a recession will be significantly reduced for those businesses that adopt these solutions. As a result, they will have a higher probability of survival and eventual success.

Cash is king, especially during a recession. Why would organizations dump thousands of dollars into owning technology? It just doesn't make sense. Why pay cash for a depreciating asset? Just like driving a new car off the lot, the minute your business implements new technology it becomes outdated. The method of buying technology on a lease agreement is not new. However, subtle changes have been made that eliminate technology's two greatest risks – obsolescence and price (also known as outright ownership). Access Telcom's Current Technology Assurance Plan (C-TAP) ensures that the communications environments are refreshed with the latest advancements and value added solutions, thereby eliminating technology's obsolescence. For instance, updates (also known as refresh) to a

company's voice and data system can occur anytime after 24 months with no change in their monthly payment.

C-TAP focuses on the cost of technology rather than its price, thus eliminating the second risk. The cost is a known entity and C-TAP allows companies to transfer technology costs from a capital expense to a fixed monthly expense absorbed by an organization's operating budget. This enhances the financial health from both tax and budgeting standpoints.

Recent advancements in communications technology such as SIP Trunking will also help companies minimize the effects of a recession. Session Initiation Protocol (SIP) raises the bar of Voice over Internet Protocol (VoIP) communications by adding intelligence to business processes and providing companies with greater control over their communications. In simple terms, SIP supports any form of real-time communication regardless of whether the content is voice, video, instant messaging, or a collaboration application.

A third area that will greatly benefit companies during a recession is in managed network services. Essentially, managed services is designed to assist companies in maintaining and supporting their network, IT infrastructure, and phone system. Types of services may include remote network monitoring and reporting 24 hours a day, 7 days a week, firewall monitoring, intrusion detection, patch assessment and vulnerability scanning, preventative tasks, disaster recovery, data backup and regular performance analysis.

Outsourcing the support of a company's network has a number of unique benefits. First and foremost, experts in the field analyze the network to develop a complete game plan. Modeling and simulation tools assess current network traffic and evaluate the performance of desired enhancements

and upgrades to determine the most appropriate solution before implementation. The end result is a custom designed system that supports future growth and change through flexible and scalable network environments. Why pay one or more full time in-house IT professionals and all of the loaded costs that come with it when this function can be outsourced saving your business thousands of dollars each year?

A recession is a time where companies need to think about how to do business differently. It requires solid answers to a number of mission critical issues such as why own a depreciating asset, why utilize antiquated technology when new solutions can provide increased profits and a competitive advantage, and why manage something in-house when it has nothing to do with your core competency. The previously mentioned solutions provide an arsenal that will help attack the recession head on and in the end propel your company ahead of its competition.

ABOUT ACCESS TELCOM

Access Telcom offers what today's business customer demands: exceptional customer service, quality products and a variety of telecommunication solutions. Creating a communications strategy is vital to doing business in an increasingly competitive world. Access Telcom helps customers create a plan that will accommodate their businesses into the next century. Their team of Factory Certified technicians are dedicated to providing unsurpassed customer service and technical support. The company is committed to supporting its customers' every need, leading the way through the challenges of the ever-changing world of technology. For more information on Access Telcom, call (888) 621-9555 or visit www.access-tel.com.