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### Cascade Telecommunications Launches Program to Help Local Businesses Go "Green"

Latest Advancements in Technology Enables Companies to Reduce Their Carbon Footprint While  
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Cascade Telecommunications, Inc. of Bend, an industry leader in unified communications, announced that the company is launching a program to help businesses in their efforts to go "green." The latest advancements in communications technology have enabled companies to dramatically reduce their carbon footprint, while at the same time enhance employee productivity and increase operational efficiency. Cascade Telecommunications has made a strategic business decision to highlight the types of technology that impact the environment and the community in a positive manner. The objective is to bring awareness to technology that supports business processes resulting in an organization's pursuit to become environmentally friendly.

"Lowering an organization's carbon footprint not only makes sense for the environment, but it also makes perfect business sense," said Allan Clack, president of Cascade Telecommunications, Inc.. "The world has a fixed amount of natural resources - some of which are already depleted. So as population growth greatly strains our finite resources, there are fewer available. By making the right "green" decisions companies have the ability to reduce cost, retain and hire better people, and save time.

As a company we are passionate about technology and the huge difference it can make, not only on our environment but also in our lives as well. "Green" technologies are proven to work and are being used by companies around the world. Unfortunately, most small to mid-sized businesses are not familiar with it and don't even realize how to proceed. It is our job to show them the way."

Cascade Telecommunications, Inc. has been helping companies go "green" for quite some time through a host of technologies. For example, Voice over Internet Protocol (VoIP) plays a critical role in giving businesses the ability to deploy a remote workforce. Unlike regular phone service, VoIP conversations are transformed into digital information and sent over a broadband data network.

VoIP calls connect to a server where voice information is truncated into packets and sent across the Internet bypassing the long distance carrier altogether. This essentially means that VoIP callers do not use traditional phone lines and can avoid expensive long-distance charges. Most importantly, this technology enables companies to create a "virtual office" anywhere they want. Employees have access to their company's LAN and can conduct business as if they were physically on site. "With commute times ever increasing, the cost of gas and harmful emissions, implementing a telecommuting company policy makes sound business sense," added Mr. Clack.

In addition, IP video conferencing is a phenomenal technology that has recently experienced significant advancements making its adoption cost effective for small to mid-sized businesses. As the costs of both video conferencing and high speed Internet access continue to fall, video conferencing systems are being used more extensively than ever. IP video conferencing eliminates the need for many traditional face-to-face meetings. This not only impacts energy but also reduces travel costs and employee time associated with long business trips. Furthermore, communications manufacturers are including video monitors in office phones so on the fly meetings occur through ease of use and immediacy.

Fax machines have been around for years; however, today there is a better way of transferring critically important documents. Fax to email eliminates the need for a fax machine altogether, thus, reducing the need for physical hardware, paper, ink, and the energy utilized to run it. Email faxing is more efficient because it enables one to forward, archive, or delete the fax. Plus, it better supports the virtual office environment.

"As consumers become more environmentally conscious and energy costs continue to rise, businesses are rapidly adopting environmentally friendly business practices," commented Mr. Clack. "Many business owners fear it's too costly to adopt eco-friendly practices; however, small investments can reap large gains. Green practices can save money, while creating happier customers and a healthier community. Communications technology is an area where everybody wins and we're excited about educating our customers on this topic."

Information: Cascade Telecommunications, 541-388-5158 or [www.cascadetel.com](http://www.cascadetel.com).

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