



## **Cascade Telecommunications Helps Customers Combat Recession with Advanced Technology**

*SMBs Leverage Solutions Designed to  
Enhance Productivity and Profits*

BEND, OR - December 19, 2011 - Cascade Telecommunications, Inc., a leading unified communications provider, announced today that the company is proactively protecting its customers from antiquated technology and providing them with a competitive advantage in their marketplace. By providing extensive technical training to the staff, Cascade Telecommunications has been able to leverage the superior knowledge of its workforce to detect and protect its customers from aging technology, all the while increasing their profitability and providing their customers with a competitive advantage.

The latest technology that Cascade Telecommunications has introduced to its customers is Session Initiation Protocol (SIP). The advent of SIP has expanded the limits of traditional telephony and has enabled many business owners to experience the benefits of sophisticated IP Telephony. The driving factor behind SIP is that the technology cuts many redundant costs associated with traditional telephony systems. Additionally, businesses are also attracted to SIP because of the ease in which it expands an organization's overall capabilities. For example, SIP Trunking provides significant improvements in call quality for IP based telephony by dedicating a separate "channel" to handle the traffic. SIP Trunking also supports multiple forms of communication

including video and instant messaging so businesses can reach out to customers through a myriad of mediums. Cascade Telecommunications' salespeople are technological experts who consistently research developing technologies, like SIP, and bring them to customers in order to enhance their profitability and increase their competitive advantage.

"By transitioning a number of our telecommunications customers from antiquated TDM, PBX and Key Systems to more refined IP Telephony systems we've chopped many of our customers phone bills in half," states Allan Clack, President of Cascade Telecommunications. "We viewed this program as an investment in our customers' future. Basically, the bet we made was that if our staff was constantly examining and testing out new technology, eventually we'd find something that we could bring to our customers before their competitors even knew what was on the horizon. Nothing makes us happier than to see our customers utilizing our technology to leave their competitors in the dust."

Cascade Telecommunications is also associated with Technology Assurance Group (TAG) which is an international organization that collectively represents approximately \$350 million in products and services in the unified communications industry. Dale Stein, Partner of TAG, comments "Cascade Telecommunications has always been an innovator. We're

thrilled to hear that their new program has been a success and we're pleased to be associated with a thought-leader in their prestigious business community."

### **ABOUT CASCADE TELECOMMUNICATIONS, INC.**

Cascade Telecommunications is locally owned and operated and is Central Oregon's business owner's first choice for over 16 years. Cascade Telecommunications goal is to provide each client a custom designed telecommunications solution that not only enhances their customer's experience, but also provides increased profitability and a competitive advantage. Cascade Telecommunications is a single source contact for all voice, data, and video needs.

Cascade Telecommunications provides industry-leading products with Factory Certified Technicians, Sales and Customer Service Staff, to ensure customer satisfaction by maximizing system performance.

Cascade Telecommunications provides around the clock service to ensure system reliability with the mission critical nature of the telecommunications. Cascade Telecommunications offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 1 hour.

For more information on Cascade Telecommunications, call 541-388-5158 or visit [www.cascadetel.com](http://www.cascadetel.com).