



Cascade Tel Educates Small to Mid-Sized Businesses on the Power of Unified Communications

Region's Leading Provider Helps Companies Understand the Advantages and Pitfalls

BEND, OR – October 29, 2013 - Cascade Tel, a leading provider of unified communications, announced today that the company is spearheading a campaign to educate small to mid-sized businesses on the power of unified communications as well as the most common pitfalls companies face when deploying this type of technology. In past few years, it's become quite clear that cloud computing has phenomenal potential to change the way in which businesses operate. The ability to bring various systems together seamlessly and heighten overall office efficiency is driving this growth. However, with the surge of cloud-based solution deployment there are a number of SMBs that run into avoidable mistakes. Cascade Tel has taken it upon itself to share some of these findings with their business community.

Many organizations run into trouble when they look to deploy unified communications as quickly as possible, overlooking the fundamental need for security. The very nature of a virtual environment is one where devices are run remotely and without taking proper precautions, a company can very easily compromise the integrity of a network. Decision-

makers can avoid this mistake by taking a step back to understand the existing network infrastructure and planning how new technology can fit into it. Proper planning is vital to the health of any network.

Another issue that comes up is when companies deploy unified communications solutions impulsively. Many SMBs find themselves fixating on gaining specific functionality, like presence or video conferencing, and forget to assess profitability. Many organizations forget that the foundation of launching new technology is to increase productivity *in order to increase profitability*. Both IT and finance departments must evaluate unified communications technology and potential benefits and must have ways to measure gains. Without this, there is simply no reason to adopt technology.

While launching unified communications is a heavily technical endeavor, many executives simply hand-off the responsibility to IT departments without further involvement. Technical staff is great at increasing efficiencies within a business, yet oftentimes, the most efficient practice isn't necessarily the most effective. For example, the most efficient customer service methodology may be to email every customer a comprehensive FAQ every time a question is generated,

however many customers prefer to speak one-to-one over the phone to resolve issues. In other words, decision-makers that are guiding the processes in a business, have a better perspective on what functionality is important to keep, even if it costs a little extra. This is how SMBs can start to leverage technology like unified communications to create competitive advantages in their industry.

Furthermore, management also needs to be involved in the deployment of a unified communications solution, so it can affix result-based measurements to determine ROI on the investment. "We've always concerned ourselves primarily with our customers bottom line," states Allan Clack, President at Cascade Tel. "It's our job to take a global approach to understanding their needs and treat their business as if it were our own. Adopting new technology has many advantages, but only if it leaves our customers in a better, more productive, more profitable place. We've developed many points of differentiation over the years but this is the key idea that can explain our success to date. We believe it to be our duty to keep our customers aware of the risks that technology poses in addition to the opportunities it brings as well."

ABOUT CASCADE TEL

Cascade Tel is locally owned and operated and is Central Oregon's business owner's first choice for over 23 years. Cascade Tel's 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 Tel is a single source contact for all voice, data, and video needs.

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

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

For more information on Cascade Tel, call 541-388-5158 or visit www.cascadetel.com.