



Voice Smart Networks Help SMBs Utilize Softphone Technology to Enhance Mobility

SAN DIEGO/ORANGE COUNTY - December 19, 2011 – Voice Smart Networks, a leading unified communications provider, announced today that the company is deploying softphones to help small to mid-sized businesses (SMBs) increase their mobility and flexibility. Softphones are the ultimate solution for the road warrior, and they enable workers to function “as if” they’re in the office, regardless of their physical location.

Softphones are software programs which enable users to make phone calls over the Internet using their laptop or home computer eliminating the need for a physical instrument. Recently, they have been gaining in popularity among SMBs primarily because they reduce the cost of calls to virtually nothing. Also, they have a surprising number of ancillary advantages for end users.

Firstly, softphones are extremely easy to setup. Typically they require little more than a bluetooth headset and the proper software, and employees can be up and running in minutes. Softphones can also easily integrate with existing phone systems and leverage all current capabilities.

For example, many phone systems in today’s market have Instant-Messaging (IM) embedded so co-workers can supply one another with answers to customer service questions on the fly. The goal of softphones is to better connect an organization and create more opportunities for mobility and collaboration.

Dale Stein, Partner of Voice Smart Networks comments, “softphones are predominantly utilized by companies that desire additional levels of mobility. In an increasingly globalized world, mobility and speed have become even more important to survive and this helps explain why demand is up.” Dale also adds “With the call quality equivalent to that of a cell phone, softphones are making a big impact in the technology sector and businesses across all industries are jumping on board. The bottom line with softphones is that they enhance productivity, increase profitability and create a competitive advantage regardless of industry.”

ABOUT VOICE SMART NETWORKS

Founded in 1982, Voice Smart Networks is Southern California’s leading data and

voice company. The company’s mission is to increase its customers’ profitability, improve their productivity and give them a competitive advantage by implementing the right technology. Voice Smart Networks is the only provider that protects its customers from the two risks of technology - obsolescence and cost. As its customers’ trusted technology advisor, Voice Smart Networks has earned the position as the market leader and its customers’ business through quality products and services. As a premier member of Technology Assurance Group, Voice Smart Networks is able to fulfill all of its customers’ technology needs. This means that the organization is the ultimate resource for business phone systems (VoIP and Session Initiation Protocol (SIP) provisioning), Managed IT Services, Network Security, Video Conferencing and Disaster Recovery.

Voice Smart Networks delivers future technology today! For more information, please visit please call 800-500-2696 or visit us at www.voicesmartnetworks.com.