



Jeff O'Neill
VP of Sales

TELECO OF THE ROCKIES LAUNCHES CLOUD-BASED FILE STORAGE PROGRAM TO ENHANCE BUSINESS COLLABORATION, SAFETY AND SIMPLICITY

Small to Mid-Sized Companies to Benefit from Data Protection and Universal Access

ENGLEWOOD, CO – November 17, 2014 - Teleco of the Rockies a leader in unified communications, announced today that the company has launched a cloud-based file syncing and storage program in order to enhance business productivity for their small to medium-sized customers. This program's overarching goal is to streamline daily operations for their customers and enable businesses to collaborate, share, and securely backup business critical files. In recent years, businesses have witnessed the profound flexibility of cloud-based technology and nearly every application has become cloud-friendly. Data storage is a natural fit for this environment and today, Teleco of the Rockies is proud to announce their new development.

In essence, this program is about ease-of-collaboration. As businesses grow from small teams to larger organizations, there is a growing need to communicate and collaborate effectively. The problem that central data storage solves is that it gives everyone on the team the ability to immediately retrieve, backup and share mission-critical files in real-time. Salespeople no longer need to wait around for support staff to send them follow-up files for customer contact. Managers can instantly access subordinate data in order to make sure that work is getting accomplished. In sum, everyone can get what they need,

when they need it, wherever they are, without having to wait on other people.

When evaluating cloud-based data storage services, two primary concerns for businesses are security and ease-of-use. One of the pioneers of cloud-based data storage, Dropbox.com, is clearly a simple-to-use solution, yet they lack in security. According to Business Insider, "Nearly 7 million Dropbox usernames and passwords have been hacked, apparently via third-party services that hackers were able to strip the login information from."

This security breach has huge implications for other off-the-shelf data solutions in that they lack the foundational feature of data storage technology; it must keep your company data safe. This is exactly why Teleco of the Rockies is actively educating their customers on this type of technology and why they feel compelled to stress the importance of encryption for data to reside safely behind.

The second key factor is to examine a solution's simplicity and ease-of-use. With many providers data storage can be set up at a secure physical location and a central file repository can work well within the confines of an office. Unfortunately, this falls short for the "71 percent of businesses who require technology that enables their staff to work anywhere, at any time." Solutions that are cloud-based and work independently of employee location are clearly superior.

"It's become quite clear to us how valuable collaboration is to the health of a business in today's marketplace,"

stated Jeff O'Neill, VP of Sales at Teleco of the Rockies. "Today's businesses cannot afford to have staff waiting around, in order to get access to the tools they need, so they can do the job. And that's what we're focused on. We're thrilled to finally have a secure, unifying collaboration tool that we can put in the hands of our customers. We're very excited to release this solution."

ABOUT TELECO OF THE ROCKIES

Teleco of the Rockies is the nation's most customer-oriented business telephone and data communications company. The company's goal is maximum customer satisfaction through total customer service. Teleco of the Rockies provides its customers with a variety of telecommunications solutions including VoIP, traditional PBX, and pre-owned equipment, which are serviced by Factory Certified technicians. Customers are thoroughly trained in every component of their system by a highly experienced customer service team.

Founded in 1983, Teleco of the Rockies has offices in Denver and Fort Collins. The company maintains a national footprint through its national services network supporting businesses throughout the United States. For more information on Teleco of the Rockies, call 303-790-8700 or visit www.telecorockies.com.