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Teleco of the Rockies Expands Customer Advocacy Program Through Advanced Education of SIP Trunking and IP Protocol

Enhanced Program Helps Businesses Take Advantage of New Technology to Reduce Costs and Increase Productivity

ENGLEWOOD, CO — June 25, 2008 — Teleco of the Rockies, an industry leader in business communications, announced today that the company has expanded their customer advocacy program through advanced education in SIP (Session Internet Protocol) Trunking and IP Protocol. Teleco of the Rockies elevated the program to further the region's businesses to take advantage of new technology to reduce costs and increase productivity.

"As an organization it is our mission to support our customers in their ability to first understand the latest technology and then implement it so they can fully reap its benefits," Jeff O'Neill, VP of business development of Teleco of the Rockies. "At Teleco of the Rockies we are constantly analyzing and evaluating advancements in communications so we may proactively educate our team of professionals. It's like a kid in a candy store when we identify leading edge technology such as SIP Trunking that has the power to dramatically improve the manner in which our customers communicate. By quickly elevating our customer advocates' knowledge of SIP Trunking, they're able to effectively explain it to our customers in a consultative manner so adoption of may occur quicker and easier."

Many people are aware that Voice over Internet Protocol (VoIP) lowers

costs and offers powerful new business applications. These two benefits alone are accelerating the acceptance of IP based technology, also known as the convergence of voice and data, on a global level regardless of the size of company. Session Initiation Protocol (SIP) raises the bar of IP by adding intelligence to business processes and providing both users and IT departments with greater control over their communication environments.

In simple terms, SIP supports any form of real-time communication regardless of whether the content is voice, video, instant messaging, or a collaboration application. Additionally, SIP enables users to inform others of their status, their availability, and how they can be contacted before a communication is even initiated. SIP Trunking is a viable cost-saving move for small to medium sized companies because it offers several tangible opportunities to increase profits through unlimited local calling, lowered long distance rates and by utilizing existing and new IP PBXs. The reduction in cost per minute for communication provided by SIP Trunking gives SMBs an almost immediate ROI.

"We found in most cases that companies with phone systems that are 6 years old or older can be replaced at little or no cost because of the savings they will experience from SIP Trunking," added Mr. O'Neill. "This is very exciting because SMBs can immediately become current in their technology giving them a competitive advantage in their marketplace. Furthermore, we have partnered with

the top two leading SIP providers in the industry – Broadvox and Excel and our customer advocates understand the value proposition of both organizations. The mission of Teleco of the Rockies' customer advocates is to act as liaison and by continually enhancing their knowledge we're strengthening the bond they have built with their customers. We're looking forward to bringing SIP Trunking and its benefits the region."

ABOUT TELECO OF THE ROCKIES

Teleco of the Rockies is Colorado'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.

Teleco of the Rockies has been in business since 1981 and has offices in Denver and Fort Collins. The company also provides its industry leading services to the entire front range of Colorado Businesses as well as Summit County in the mountains.

For more information on Teleco of the Rockies, call 303-790-8700 or visit www.telecorockies.com.

