



Jeff O'Neill  
VP of Sales

## **Teleco of the Rockies Help SMBs Utilize Softphone Technology to Enhance Mobility**

ENGLEWOOD, CO - December 19, 2011 – Teleco of the Rockies, 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.

Jeff O’Neill, VP of Sales of Teleco of the Rockies 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.” Jeff 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 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](http://www.telecorockies.com).