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## **Midland Communications 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*

DAVENPORT, IA — June 25, 2008 — Midland Communications, 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. Midland Communications 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," Jason Smith, sales manager of Midland Communications. "At Midland Communications 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. Smith. "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 Midland Communications' 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 MIDLAND COMMUNICATIONS**

Midland Communications began more than 60 years ago in 1946 as the Worldwide Marketing Arm of Victor-Animagraph Projectors. In 1977 a communications division was formed due to a partnership with NEC America. Today, As a distributor of NEC America, for 33 years, Midland Communications has a customer base of more than 3,000 satisfied customers that include general businesses, government agencies, Universities, colleges, hospitals, and hotels.

Midland provides a wide range of communication services including VOIP, PBX and key systems, Wide Area and Local Area networking, computers, Computer integration, voice mail, CCIS, and video conferencing and paging systems. Our philosophy is simple, provide quality products at a fair price, backed by an average emergency response time of twenty minutes, and the best service in the industry. For more information on Midland Communications, call (563) 326-1237 or visit [www.midlandcom.com](http://www.midlandcom.com).