



Thomas Sodemann
Vice President

DataComm Plus Help SMBs Utilize Softphone Technology to Enhance Mobility

FRANKLIN, WI – January 30, 2012– DataComm Plus, 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.

Thomas Sodemann, Vice President of DataComm Plus 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.” Thomas 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 DATACOMM PLUS

Since 1981, DataComm Plus has committed to establishing lasting business relationships with our clients. DataComm Plus offers innovative voice, video, and data networking solutions that increase our clients’ profitability and gives them a competitive advantage in their marketplace.

DataComm Plus recognizes the critical need for a communications company that combines leading technology with top-quality service and support.

Our mission is to provide exceptional value through managed services that eliminate technological obsolescence, ensure a fixed cost for our business partners, and maximize the profits, productivity, image, and competitive advantage of those partners. Highly trained and motivated professionals give you measurable results.