



Don Viar
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Small to Mid-sized Businesses Reap the Benefits of Epic Technologies’ Customer Centric Programs

Company Reports Strong Customer Satisfaction Levels By Bucking the Trend of Scaling Back in a Down Economy

COOKEVILLE, NASHVILLE, KNOXVILLE — March 18, 2009 Epic Technologies, an industry leader in business communications, announced today that the area’s small to mid-sized businesses are reaping the benefits from customer centric programs that the company deployed over the years. A number of innovative programs were designed by Epic Technologies to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, Epic Technologies is expanding to help organizations increase profitability and employee productivity.

A few years ago Epic Technologies conducted a thorough needs analysis of their customer base and found that companies were interested in learning more about the latest developments in communications, find creative ways to reduce costs, and obtain a better understanding of how to efficiently utilize technology to grow their organizations. However, these same companies didn’t have the means, resources, or expertise to stay at the forefront of advancements in technology. As a result the Customer Advocate Department was born. Today, Epic Technologies’ Customer Advocates educate companies about technologies that they haven’t currently adopted that could greatly benefit their business. Some examples of these technologies include Voice over Internet (VoIP), SIP Trunking, call accounting, web and audio

conferencing, and GPS tracking systems for vehicles.

Another Epic Technologies program where businesses are reaping the benefits is in managed IT services. Essentially, Epic Technologies’ customers outsource the management of their data network and infrastructure so they can focus all of their energy on their core competency. Running an efficient network is not easy, especially with the convergence of voice and data. Too often companies are caught up in day-to-day operations that mission-critical network maintenance and security management get overlooked. Unfortunately, most businesses do not have the resources to properly maintain, support, and keep their network up to date. Offloading this function to an expert like Epic Technologies helps companies concentrate on growing their business.

In today’s environment, budgets for most businesses are extremely tight. A program that has become vastly popular is Epic Technologies’ Current Technology Assurance Plan (C-TAP). C-TAP’s two most important objectives are to eliminate technology’s obsolescence through refresh, while providing a true cost of ownership. Rather than paying cash up front for a depreciating asset like technology, companies pay a fixed monthly cost that is recorded in an operating budget. This enhances the financial health from both tax and budgeting standpoints. The cost is a known entity and customers on C-TAP never receive another invoice. Included in C-TAP are all of the professional services that Epic Technologies offers.

“Our dedication to developing customer centric programs that drive satisfaction has enabled us to envision

and prepare for market trends before they even occur,” said Don Viar, managing partner of Epic Technologies. “Creating programs like customer advocacy, managed IT services, and C-TAP help companies change the way they do business, allow them to conserve cash, and give them affordable access to new technology. Historically, customer service for most companies dramatically declines during a recession. I’m proud to say that our customers experience the exact opposite.”

ABOUT EPIC TECHNOLOGIES

Epic Technologies is one of the leading providers of business communication solutions in the United States. Built upon a network of strategic relationships with clients and vendors, Epic has quickly grown to be a trusted business partner for complex voice, data, nurse call, and network infrastructure solutions. We build relationships as a trusted business partner with each of our clients and exceed their expectations, knowing that we will succeed when our partners succeed.

Epic knows how to empower complex business needs through the innovative use of technology to maximize the return to the client’s bottom line. While we work in a wide variety of industries and organizational sizes, we have a particular expertise in medium and larger sized organizations with a particular emphasis on healthcare, education, and service oriented companies. Call us today (866-525-EPIC) or visit us on the web at www.epictn.com and let us show you the Epic difference!