



## **TOUCHPOINT NETWORKS HELPS SMALL TO MID-SIZED BUSINESSES WITH 2012 EXPANSION**

*By Gary Gonzalez, TouchPoint Networks*

PORTLAND, OR — January 31, 2012 — TouchPoint Networks, the region's leading technology provider, is helping small to medium-sized businesses (SMBs) reposition their communications infrastructure to increase their profitability during an office expansion or relocation. In 2012 many companies have paused to reflect and reevaluate their business from all angles. Convergence has led many business owners to rely heavily on highly qualified technology providers to ensure a smooth transition of phone systems, data networks and other technologies during a strategic relocation. TouchPoint Networks is well positioned to actively support the complex needs of its customers during this type of transition.

With an abundance of technology providers in the marketplace, a business owner's first challenge is to select the right technology provider. There are companies that are strong in either voice or data, but most lack both skill sets. However, TouchPoint Networks is unique in that it has expertise in both voice and data communications which enables them to provide benefits that far exceed those of their competition. TouchPoint

Networks is a true Managed Service Providers (MSPs), with certified voice and data experts who have years of experience in the industry.

TouchPoint Networks differentiates itself by providing high-level consultation to ensure that pre-installation, installation, and post-installation all runs smoothly. "As a company, we take a global approach to understand our customers' business communications and IT needs and we utilize sophisticated tools to ensure proper implementation," commented Gary Gonzalez, President of TouchPoint Networks. "Attention to detail and clear communication is the only way to ensure that the technology investment provides you with a competitive advantage and increases overall profitability."

TouchPoint Networks deploys Session Initiation Protocol (SIP) and leverages an innovative Current Technology Assurance Plan (C-TAP) which continually equips the customer with new technology while simultaneously protecting them from obsolescence and unforeseen cost. When a business moves into a new location the need for additional hardware and software oftentimes becomes glaringly apparent, and C-TAP customers are able to add new technology

without incurring any additional cost. Keeping the customer at the latest state of technology is at the forefront of TouchPoint Networks' mission, so long as the technology enhances productivity and increases bottom-line profitability.

### **ABOUT TOUCHPOINT NETWORKS**

Gary Gonzalez and his business partner's Chuck Whiteley and Tamara Gonzalez, are owners of TouchPoint Networks, a member of the Technology Assurance Group (TAG). TouchPoint has built a team of professional voice and data specialists dedicated to the highest levels of customer support. TouchPoint's pattern of steady growth reflects their commitment to keeping pace with the constantly evolving telecommunications technology arena, and the dramatic expansion of the Pacific Northwest's business market. With offices located along the I-5 Corridor in Portland, Eugene, and Medford, TouchPoint Networks is uniquely positioned to respond quickly and effectively to a wide range of customer equipment and service requirements. For more information on TouchPoint Networks, please visit [www.asktouchpoint.com](http://www.asktouchpoint.com).