



TOUCHPOINT NETWORKS PROVIDES INCREDIBLY FLEXIBLE COMMUNICATIONS SOLUTION TO JACKSON HEWITT TAX PREPARATION SERVICES

By Gary Gonzalez, TouchPoint Networks

PORTLAND, OR – July 18, 2012 - TouchPoint Networks, the region's leading technology provider, is helping small to medium-sized businesses (SMBs) gain a competitive advantage by providing them with extraordinarily flexible technology. TouchPoint Networks is enabling many customers to gain access to productivity enhancing tools only when they need them, which is giving them a substantial competitive advantage in today's marketplace.

As with many businesses in today's economy, Jackson Hewitt Tax Preparation Services has very unique needs when it comes to a unified communications solution. One of the biggest obstacles to profitability is the fact that the business revolves around the April 15th tax deadline. In order to overcome this seasonal challenge, TouchPoint Networks deployed a Voice Over Internet Protocol (VoIP) business communications system that would respond quickly to

fluctuations in demand. For example, when tax season neared and more employees were hired TouchPoint Networks was able to quickly supply the needed telephony equipment and it was up and running almost immediately. When the rush ended and demand subsided, TouchPoint Networks was able to remove the equipment and cancel all corresponding charges. The first roll out is for 50 phones and after a successful installation Jackson Hewitt will be expanding this system to its 150 store locations, 40 storefronts and 90 kiosk centers. The ability to scale up and scale down is tremendously valuable for today's SMBs. Remaining nimbler than the competition keeps SMBs one step ahead of their competitors and also keeps them operating at maximum efficiency. At the end of the day, there are so many different variables affecting the bottom line and now Jackson Tax Preparation Services has one less variable to worry about. Taxation may continue to grow in complexity, but this industry now has a unified communications solution that

brings some much needed simplicity to this field.

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.