



Converged Solutions and Services



Mark R. Kruger  
Chief Technology Officer

**Small to Mid-sized Businesses Reap the Benefits of Converged Solutions and Services’  
Customer Centric Programs**

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

DELRAY BEACH, FL — May 27, 2009 Converged Solutions and Services, 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 Converged Solutions and Services to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, Converged Solutions and Services is expanding to help organizations increase profitability and employee productivity.

A few years ago Converged Solutions and Services 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, Converged Solutions and Services’ 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 Converged Solutions and Services program where businesses are reaping the benefits is in managed IT services. Essentially, Converged Solutions and Services’ 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 Converged Solutions and Services 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 Converged Solutions and Services’ 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 Converged Solutions and Services 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 Mark R. Kruger, Chief Technology Officer of Converged Solutions and Services. “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 CONVERGED SOLUTIONS AND SERVICES**

Converged Consulting, Inc., founded in 1998 by Mark Kruger, formed Converged Solutions & Services (CSS) in June 2004 to provide customers with a combination of the industry’s most comprehensive and proven voice, data, and video integrated solutions and the unmatched expertise of its VoIP telephony and data engineers. With over 20 years of industry experience, CSS is a customer-driven and results-oriented Value Added Reseller. Their team of factory certified professionals assists businesses with all phases of planning, design, installation and maintenance for their communications systems. CSS is a state certified network infrastructure provider offering total on-site project management from start to finish. The company services customers of all sizes throughout Florida and the Caribbean.

For more information on CSS, please call (561)272-1211 or visit [www.cssvoip.com](http://www.cssvoip.com).