



Converged Solutions and Services



Mark R. Kruger  
Chief Technology  
Officer

## **Converged Solutions and Services Increases Customer Profitability in a Down Economy with the Latest Technologies**

*Region's Leading Technology Provider  
Helps Businesses Do More with Less*

DELRAY BEACH, FL – February 28, 2011 – Converged Solutions and Services, an industry leader in unified communications, announced today that the company is relentlessly educating its customers on the latest technologies designed to increase their profitability and enhance employee productivity, particularly in these tough economic times. The technologies that Converged Solutions and Services is focusing on helps companies do more with less. While the economic whiplash has sent many companies back to the starting block, others are capitalizing on these types of advancements to better position themselves for recovery. The financial gurus may try to convince business owners that a dreaded double-dip is imminent, but for the technologically adept, an uptrend is more likely. Converged Solutions and Services, is paving the way by introducing businesses to leading edge technologies that drive profitability, now.

“We understand that the economy has mounted tremendous pressure on our customers to be more productive, with fewer resources at their disposal. We believe that it is our responsibility to proactively search and deploy solutions that drive our customers’ profitability and

provide them with a competitive advantage. It’s up to us to make sure that our customers have technology that enables them to do more with less,” stated Chief Technology Officer, Mark R. Kruger.

One of the ways that Converged Solutions and Services is boosting customer profitability is through an application called presence management. This application eliminates the guessing game of knowing where people are and what they’re doing, and allows individuals to indicate their status (in a meeting, “back at 2pm,” at lunch, “send calls to my cell”, etc.) and promises “you’ll never miss a call again.” By increasing the speed of communication, more opportunities can be seized; more current customers can be satisfied, and more profits can make it to the bottom line.

Similarly, Converged Solutions and Services is utilizing call recording technology in order to help organizations increase employee productivity. According to Dr. Jon Anton from Purdue University, “On average, employees answer the phone 19% faster, spend 29% less time on the phone and do after-call work three times faster when they know they’re being recorded.” Remarkably, many business owners have not adopted call recording technologies. Converged Solutions

and Services is looking to “bridge the gap” by educating their customers on solutions aimed to help small to mid-sized businesses come out on top.

### **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).