



Converged Solutions and Services



Mark R. Kruger  
Chief Technology  
Officer

## **UNIFIED COMMUNICATIONS SET TO EXPLODE IN 2011**

*Mark R. Kruger of Converged Solutions and Services Shares Insights on Technology's Rapid Growth Among SMBs with International Organization*

DELRAY BEACH, FL — May 26, 2011 — Converged Solutions and Services, a leading unified communications provider, announced expectations of heavy industry growth for the coming year during an interview with Technology Assurance Group (TAG), an international organization of unified communications companies spread throughout the United States and Canada. The TAG organization monitors sales, financial performance and other economic indicators among technology providers. "It's exciting to see that small to mid-sized businesses (SMBs) are ramping up acquisition of the latest technology across the country and that even some of the toughest pockets of the nation are beginning to show signs of strong growth," stated Mark R. Kruger, Chief Technology Officer of Converged Solutions and Services.

Several factors are contributing to the turnaround

and technology is driving the next bull market. Historically, technology has proven itself to be one of the first sectors to pull the economy out of a recessionary period and business owners are investing heavily in disruptive technologies that cut costs and improve employee productivity.

One of the most influential and recent technological breakthroughs in business communications is Session Initiation Protocol (SIP). In simple terms, SIP supports any form of real-time communication regardless of whether the content is voice, video, instant messaging, or a collaboration application. Additionally, SIP enables users to inform others of their status, their availability, and how they can be contacted before a communication is even initiated. "SIP is reinventing the way we communicate and our customers now have an upper hand on their competition," commented Kruger.

Another powerful technology making its way into is the SMB marketplace is Hosted Voice over Internet Protocol (VoIP). Hosted VoIP serves the needs of

entrepreneurs and enterprises alike, by delivering powerful features such as improved call quality, valuable disaster recovery tools, and applications designed specifically for telecommuters and remote workers. Included in the system are advanced features such as unified messaging, automatic call distribution, auto attendant, call recording, call flow reporting as well as traditional telephony features.

A growing trend among business owners is to outsource the management of their IT networks with managed IT services. Consequently, this is stimulating the economy since these services are designed specifically to assist companies in maintaining and supporting their network and IT infrastructure. Types of services may include remote network monitoring and reporting 24 hours a day, 7 days a week, firewall monitoring, intrusion detection, patch assessment and vulnerability scanning, preventative tasks, disaster recovery, data backup and regular performance analysis.

"Today's marketplace demands excellence from all areas of a business and several

of the products and services we provide are enabling our customers to increase their profitability and gain a competitive advantage,” stated Mr. Kruger. “Competition may be fierce, but we rest easy knowing that our customers can react more quickly and with greater efficiency than their competitors.”

Mark R. Kruger was interviewed by TAG regarding his views on the future of technology because he is well-known in the industry, possesses substantial technical expertise and has built a strong reputation in his community. Dale Johnson, President of TAG added, “Mark R. has always been able to peer around the corner and see what’s coming so he can help his customers take advantage of what’s on the horizon. His organization expends a tremendous amount of effort to reside on the leading edge of technology but he does it simply because it is the right thing to do. We are proud to be associated with a technology futurist like Mark R..”

## **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).

## **ABOUT TECHNOLOGY ASSURANCE GROUP (TAG)**

Technology Assurance Group, LLC (TAG) is a national organization of leading independently owned telecommunications companies. TAG provides its members with the competitive advantages necessary to achieve a dominant position in their marketplace. Members benefit from programs including strategic partnerships with communication solution providers, best business and management practices, and advanced sales training programs. TAG’s mission is to leverage its members’ combined economic power, to increase their sales and profit margins, and to bring advanced technology to the marketplace. For more information on TAG, please call 858-673-5800 or visit [www.tagnational.com](http://www.tagnational.com).