



## **Advanced Communications Customer Advocates to Introduce Managed IT Services to Small and Mid-Sized Businesses**

*Outsourcing the Management of Data Networks Enables Companies to Focus on Their Core Competencies*

MORRISTOWN, TN — October 29, 2008 — Advanced Communications, an industry leader in business communications, announced today that the company's Customer Advocates will introduce managed IT services to the region's small to mid-sized businesses. By outsourcing the management of an organization's data network and infrastructure to Advanced Communications, they can focus all of their energy and resources on their core competency.

"Running an efficient network is not easy, especially with the convergence of voice and data," said Terry Fishburn, President of Advanced Communications. "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 technology up to date. Managing the network is our core competency so it makes sense to outsource this important function to our team of industry experts."

Managed IT services was designed to assist companies in not only monitoring their network, IT infrastructure, and phone system but providing methods and tools for maximum utilization. Types of services 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. Advanced Communications also offers help desk support on any issue an employee may face.

Outsourcing the support of a company's network has a number of unique benefits. First and foremost, Advanced Communications' experts in the field analyze the network to develop a complete game plan. Modeling and simulation tools assess current network traffic and evaluate the performance of desired enhancements and upgrades to determine the most appropriate solution before implementation. The end result is a custom designed system that supports future growth and change through flexible and scalable network environments. Advanced Communications is quickly becoming their customers' trusted advisor offering CIO level of advice to their businesses.

"It doesn't make economic sense for a business to incur the cost of adding full time in-house IT professionals with all of the loaded costs that come with it when this function can be outsourced saving thousands of dollars each year," added Mr. Fishburn. "We've developed a detailed communication plan that our Customer Advocates will execute so all of the businesses we serve are educated the value of our managed IT services offering. During this economic downturn companies must evaluate the manner in which they conduct business and look for these types of solutions that have the power of increasing their

profitability, while giving them a competitive advantage."

### **ABOUT ADVANCED COMMUNICATIONS**

Advanced Communications, Inc. is a full-service, telecommunications company serving customers throughout East Tennessee. Since 1985, Advanced Communications has experienced strong, continual growth as the company evolved into the region's telecom leader. The company is dedicated to providing businesses of all sizes with innovative technology solutions that increase profitability, enhance employee productivity, and give them a competitive advantage in their marketplace.

Advanced Communications offers an array of voice and data solutions from industry leading manufacturers including Toshiba, ShoreTel, and ESI. Additionally, Advanced Communications provides businesses with a variety of comprehensive Partner Protection Plans designed to ensure quality system performance and exceptional technical support delivered by factory certified and highly skilled technicians. Advanced Communications also provides connectivity services as an Authorized AT&T Solutions Provider. For over twenty years, Advanced Communications has offered services 24 hours a day, 7 days a week with emergency service guaranteed within 2 hours. For more information about Advanced Communications call (423) 586-8624 or visit [www.aci-tn.com](http://www.aci-tn.com).