



CONNECT YOUR WORLD



Gary Ritacco  
President & CEO  
Ecomm

## **Ecomm Finds an Innovative Way to Keep Their Customers' Technology Refreshed and Always Current Without Increasing Monthly Expenses**

*An Interview with Gary Ritacco  
Illustrates a New Plan that's Changing  
How Companies Invest in  
Communications Technology*

LANCASTER, PA — February 28, 2006 — Technology is changing faster today than it ever has in the history of the world. This shouldn't be a surprise to anyone. The latest and greatest invention or technological improvement today will in many cases be outdated tomorrow. These changes can be very exciting; however, they present a significant challenge to businesses of all sizes. Business owners must now try and find solutions to a question that's keeping them awake at night. How can I keep my company's technology current to not only remain competitive, but to increase my profitability at the same time? The wrong answer to this question could put them on the street.

"At Ecomm, we make it a point to understand our customers' industries and listen to their concerns impacting their business on a daily basis. Through our research and proactive interaction with presidents and owners, we learned of their strong desire to keep their communications technology up to date and on the cutting edge," said Gary Ritacco, President & CEO for Ecomm.

Telecommunications is the heart and life blood of every business and having the latest technology has a major impact on an organization's efficiency, profitability, and competitiveness. As a result of Ecomm's customers' valuable feedback, the company developed the Current Technology Assurance Plan (C-TAP) with the assistance of Technology Assurance Group (TAG), a national

organization of independently owned telecommunication companies.

C-TAP ensures that the telecom environment and information systems are refreshed with the latest advancements in technology and value added solutions. For example, updates to a company's phone system can occur anytime after 24 months with no change in payment. Additionally, both labor charges and software upgrades are waived. C-TAP also enables companies to transfer technology costs from a capital expense to a fixed monthly expense absorbed by an organization's operating budget.

Here's a simple example that illustrates how C-TAP works. Companies are losing significant amounts of money on a daily basis because they do not sufficiently monitor their telecommunications systems. On a normal business day, over 30% of all phone calls made or received by employees are non-business related. Thus, dramatically decreasing productivity and increasing telecommunications costs. Call Accounting Software allows companies to better manage their systems by eliminating inefficiency and ensuring that their employees' time is well spent. Under C-TAP, companies that could not afford this technology before can now simply add it with no change in their monthly commitment.

C-TAP has the awesome potential to change the way companies make investments in technology. Instead of having to upgrade a phone system every five to seven years and painfully utilizing antiquated technology, companies will benefit from leading

edge innovations. Additionally, organizations will benefit from a wealth of other components embedded into the program. Some of these value added items include:

- Priority queue to the "Partnership Operations Center"
- Priority scheduling for adds, moves, and changes
- Priority dispatch on all service calls
- Guarantee of "Inventory On Hand"
- Preferred service and replacement of defective equipment per factory recommendations
- Periodic replacement of handset and station cords
- Annual preventative maintenance visit
- Waiver of charges for no trouble found carrier calls
- Remote programming changes during normal business hours
- Backup and archiving of system databases where applicable

Essentially, C-TAP provides a new telecommunications industry standard for consultation, education, and special services to let technology make a difference.

"Actively listening to customers and understanding their problems often provides the keys to developing a new way of doing things," added Ritacco. "In this case, the C-TAP program was created to meet a changing need in the marketplace for a structured plan to maintain and refresh one of the most important areas of a business. By implementing C-TAP we're helping companies focus on what they do best, while we take care of their communications technology. As result

of the program, businesses will increase their profitability, improve employee productivity, and obtain a competitive advantage in their marketplace. But most importantly, we're helping presidents and owners sleep better at night."

## **ABOUT ECOMM**

Ecomm is a single point of contact, full-service provider of converged voice and data business communications systems for business and critical care communications for hospitals and nursing care facilities; related networking applications; presence management, collaboration and messaging applications. The Company's

diverse suite of products and services includes unified communications; voice processing and unified messaging software; audio, video and Web conferencing applications; workgroup and call center management solutions; Internet protocol (IP) telephony software; Computer Telephony Integration (CTI) applications and other communication services. In healthcare, Ecomm provides communication systems between staff and staff to patient as well as locating, paging and wireless communications for assisted and long term care nursing.

It also provides managed services, such as local and long distance calling services, networking; maintenance, leasing and support services for its

products. It has a fully staffed customer care call center to provide instant access to its large lists of customers. Ecomm's customers include business enterprises, government agencies and non-profit organizations, hospitals, assisted and long term care nursing facilities.

Ecomm offers a comprehensive service partnership with its customers by providing excellent service 24 hours a day 7 days a week through 3 strategically located sales and service facilities in Lancaster, Malvern and Bethlehem in Pennsylvania. Please call 800-372-4600 for more information or visit the Ecomm website at [www.askecomm.com/](http://www.askecomm.com/).