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Gary Ritacco
President & CEO
eComm

Stop Buying Technology...The Wrong Way!

Gary Ritacco of eComm Discusses a New Method of Purchasing That Eliminates the Two Greatest Risks Associated with Technology

LANCASTER, PA – July 24, 2007 – There are a few things in life that will remain constant till the end of time. They include death, taxes, and the ever-changing world of technology. As soon as we make a technological purchase today it unfortunately becomes outdated tomorrow. Ignoring your company for a moment just think about the last time you bought a car. The moment it was driven off the lot the value dropped instantly by a few thousand dollars. This same scenario occurs in every technological purchase made by a company. As a result, more and more owners and chief financial officers are being slapped in the face with a basic business 101 concept – why buy a depreciating asset.

The method of buying technology on a lease agreement is not new or even earth shattering. Historically, both business communications providers and equipment manufacturers have offered leasing options. However, within the last year or so, subtle changes by a select group of providers across the country have made leasing versus buying the right decision for any business. These changes have eliminated technology's two greatest risks – obsolescence and price (also known as outright ownership).

Voice and data communications is the heart and life blood of every company and having the latest technology has a major impact on an organization's efficiency, profitability, and competitiveness. As a result, eComm launched Flexi-Tel for eComm with the assistance of Technology Assurance Group (TAG), an organization of independently owned North American business communications providers with combined revenue of over \$400 million in voice and data products and applications.

Flexi-Tel for eComm ensures that the communications environments are

refreshed with the latest advancements and value added solutions, thereby eliminating technology's obsolescence. For instance, updates (also known as refresh) to a company's voice and data system can occur anytime after 24 months with no change in their monthly payment. Additionally, both labor charges and software upgrades are waived. If a product was purchased the old fashioned way from say Cisco or Avaya the business owner would get hit with thousands of dollars in software upgrade expenses. A program like Flexi-Tel for eComm prevents this type of situation.

Here's a simple example that illustrates how Flexi-Tel for eComm works. Companies are losing significant amounts of money on a daily basis because they don't have sufficient technology to effectively manage their organizations. For example, many businesses do not have data back up, message on hold, or unified messaging while others are utilizing antiquated desktop PCs. Under Flexi-Tel for eComm, companies that could not afford this technology before can now simply add it with no change in their monthly commitment.

Furthermore, Flexi-Tel for eComm focuses on the cost of technology rather than its price, thus eliminating the second risk. This is a mind set change for owners and many business communications providers not engaged in a program of this sort. Because of Flexi-Tel for eComm, companies are able to transfer technology costs from a capital expense to a fixed monthly expense absorbed by an organization's operating budget. This enhances the financial health from both tax and budgeting standpoints.

Programs like Flexi-Tel for eComm have changed the way technology is purchased now and forever. It has successfully eliminated the traditional risks associated with technology - obsolescence and price. By taking control of the purchase process in this manner, the owner is finally experiencing a true win for their business because they now have the means

that will increase profitability, while giving them a competitive advantage in their marketplace.

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.

eComm 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. Ecomm offers a comprehensive service partnership with its customers by providing excellent service 24 hours a day, 7 days a week through two strategically located sales and service facilities in Lancaster and Philadelphia/Malvern. Please call 800-372-4600 for more information or visit the eComm website at www.askecomm.com.