



## Company Overview

Since 1993, Raleigh, North Carolina-based Alternate Access has designed and delivered phone systems and related communications solutions to help small to medium-sized companies deliver superior service and improve staff performance, while generating a dramatic return on investment.

With its origins in the large call center environment, providing call handling and Interactive Voice Response solutions to Fortune 1000 companies in the mid-90s, Alternate Access' founders have grown up in the communications field and have a deep understanding of the best practices and the emerging technologies that today capture the attention of the business market. Today Alternate Access also specializes in serving small business, the strongest engine in the American economy. Since 1999, the company has taken a consultative approach to *'employ technology as appropriate to solve real business problems'*.

## Getting to the Core

Information is at the core of any business and access to that information in a timely and effective manner is at the core of excellent service. Customers want communications and transactions completed quickly, accurately and easily. Often they are willing to 'help themselves' to that information if these objectives can be met. But when live human contact is needed, the representatives need to be equipped with the tools and information to render once and done customer care.

Companies are being pressed to get more done with fewer resources, provide real-time and 'round the clock accessibility to personnel, and to be accountable for their communications internally and externally.

The telephone, virtually available at everyone's fingertips, is an easy to use and powerful tool that enables both real-time and self-service communication. With state-of-the-art communication technology products, Alternate Access offers solutions that meet these growing demands of business to provide world class customer care.

Alternate Access offers IP-PBX intelligent business phone systems to clients locally and nationwide. These innovative phone systems can be deployed as strategic assets to boost team performance and efficiency, enhance customer service, and add management reporting capabilities - all while decreasing labor and infrastructure costs.

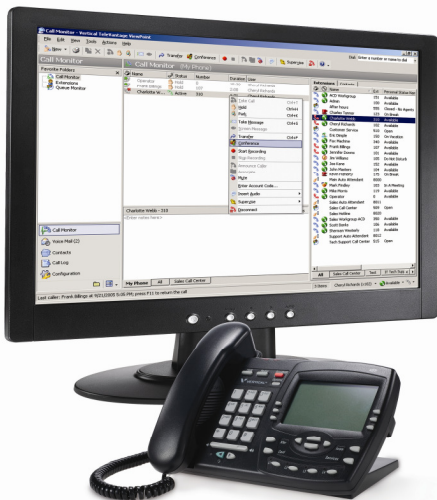
## Our Value Proposition

Demonstrably increase management and employee productivity and enhance the customer care experience via the application of appropriate communication technologies in a business environment.



## Common Reasons to Invest in a New Phone System

- Moving / Opening a New Location
- Expansion / Reduction in Work Force
- End of a Phone Lease
- Large Mobile Workforce
- Need Custom Applications
- Implementing a Contact Center



## Present a Positive Image with Each Call

First impressions are important and frequently they are made during a first phone contact to your business. We recognize that the correct system components, application design and employee training are key to creating reproducible excellence on every call. As the hub of your communication system, your phone solution impacts and is impacted by all areas of your operation.

## Business in Transition

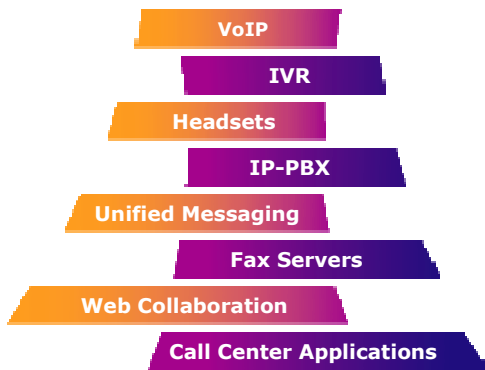
Transition is the nature of business. Organizations must influence or respond to market conditions, competition, suppliers, employees, infrastructure costs and more. This constant transition creates pressure to seek out better ways to get the job done. The purchase of a phone system may be triggered by a transition event or a strategic requirement. Alternate Access consulting services help our customers through business transitions by working on ways to reduce the costs of communication services, improve employee accessibility and provide comprehensive management reporting and controls. Managed effectively, these factors produce results for customers, employees and the company. Results that work to improve efficiency, worker productivity and bottom line profits.

## The Alternate Access Approach

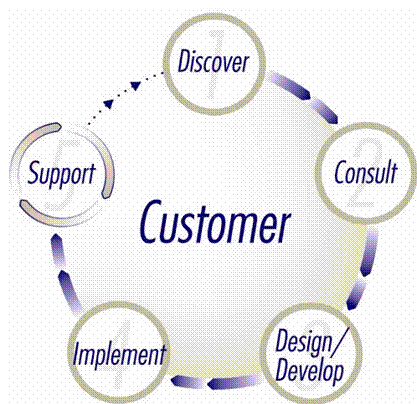
By employing extensive experience and best practices, award-winning Alternate Access works in partnership with its customers to build creative yet cost-effective solutions. Our solutions extend beyond off the shelf products and offer value in the customization and integration of multiple aspects of communication technology, leveraging existing skills of your human resources while eliminating technology bottlenecks for your business. When deployed, customers discover sustainable competitive advantages while unlocking new business opportunities and reducing operations costs.

Alternate Access's mission is to propel business organizations to a sustainable and replicable competitive advantage by leveraging the benefits of Converged Communication applications.

We provide consulting, products, application development, customization and comprehensive support to solve complex communication problems in a timely and cost effective manner.



*"Educated customers do not just purchase technology anymore – they purchase the people and the organization behind the technology. Alternate Access stands behind its technology and service offerings," states President, Adrienne Lumpkin.*



## Products and Partners

Alternate Access offers proven, state-of-the-art products including premise and hosted IP-PBX systems, Voice over IP, Fax Servers, Unified Messaging, Web Conferencing and Collaboration, Interactive Voice Response and Call Center Applications, Headsets and Specialty phones.

Alternate Access has a committed partnership with our suppliers who back us with premium communication products and escalation paths for technical support so we can offer the most comprehensive set of solutions to meet your business needs. Exploiting best-in-class technologies through partnership allows us to concentrate on your business and produce the solution best able to deliver bottom line results.

## Customers

We focus on customers ranging in size from 5 to 250 employees at a given site. Our solutions cross many industries including, but not limited to legal, financial, floral, real estate, manufacturing, automotive, healthcare, staffing and other service businesses. Our solutions are particularly beneficial for customers who have multiple business locations. From North Carolina to Utah, New York to Florida, Texas to Canada, Alternate Access has effectively counseled and serviced its customers.

## Support

Alternate Access' 360°, customer centric method of service means we go full circle with you through the Discovery, Consultation, Design, and Implementation phases, and remain available to Support you as your business continues to grow.

Customers select from a variety of support options that best fit their needs. Alternate Access support contracts include hardware, software, trouble-shooting, break / fix support and 'how to' consulting on an ongoing basis.

To learn more about how Alternate Access can help you build sustainable competitive advantage in your industry through the application of communication technology, visit our web site at [www.AlternateAccess.com](http://www.AlternateAccess.com) or call us toll free at 866-831-9270.



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