



Donna Arsenault
President

Republic Voice & Data Help SMBs Utilize Softphone Technology to Enhance Mobility

TAMPA, FL - October 19, 2011– Republic Voice & Data, a leading unified communications provider, announced today that the company is deploying softphones to help small to mid-sized businesses (SMBs) increase their mobility and flexibility. Softphones are the ultimate solution for the road warrior, and they enable workers to function “as if” they’re in the office, regardless of their physical location.

Softphones are software programs which enable users to make phone calls over the Internet using their laptop or home computer eliminating the need for a physical instrument. Recently, they have been gaining in popularity among SMBs primarily because they reduce the cost of calls to virtually nothing. Also, they have a surprising number of ancillary advantages for end users.

Firstly, softphones are extremely easy to setup. Typically they require little more than a bluetooth headset and the proper software, and employees can be up and

running in minutes. Softphones can also easily integrate with existing phone systems and leverage all current capabilities. For example, many phone systems in today’s market have Instant-Messaging (IM) embedded so co-workers can supply one another with answers to customer service questions on the fly. The goal of softphones is to better connect an organization and create more opportunities for mobility and collaboration.

Donna Arsenault, President of Republic Voice & Data comments, “softphones are predominantly utilized by companies that desire additional levels of mobility. In an increasingly globalized world, mobility and speed have become even more important to survive and this helps explain why demand is up.” Donna also adds “With the call quality equivalent to that of a cell phone, softphones are making a big impact in the technology sector and businesses across all industries are jumping on board. The bottom line with softphones is that they enhance productivity, increase

profitability and create a competitive advantage regardless of industry.”

ABOUT REPUBLIC VOICE & DATA

Since 1988, Republic Voice and Data has built a team of highly effective voice and data professionals who support its customer base through out Central Florida and the United States.

At Republic Voice & Data, we are serious about our responsibility as your telecommunications partner and understand that we play a major role in your successful communications with your customer. Republic Voice & Data’s written guarantee means that it guarantees 100 percent satisfaction or your money back - no questions asked - within 30 days of installation. At Republic Voice & Data, we stand behind our products, training and service. For more information on Republic Voice & Data, call (813) 984-0800 or visit www.askrepublic.com.