



C.G. Frink
President

NORTHEAST INFORMATION SYSTEMS HELPS SMALL TO MID-SIZED BUSINESSES WITH 2012 EXPANSION

By C.G. Frink, Northeast Information Systems

ALBANY, NY — January 31, 2012 — Northeast Information Systems, the region's leading technology provider, is helping small and medium-sized businesses (SMBs) reposition their communications infrastructure to increase their profitability during an office expansion or relocation. In 2012 many companies have paused to reflect and reevaluate their business from all angles. Convergence has led many business owners to rely heavily on highly qualified technology providers to ensure a smooth transition of phone systems, data networks and other technologies during a strategic relocation. Northeast Information Systems is well positioned to actively support the complex needs of its customers during this type of transition.

Now that the recovery has taken hold, many businesses are evaluating expansion plans. The backbone behind these plans is advanced technology implementation. With an abundance of technology providers in the marketplace, a business owner's first challenge

is to select the right technology provider to help facilitate growth. While there are companies that are strong in either voice or data, most lack both skill sets. However, Northeast Information Systems is unique in that it has expertise in both voice and data communications, which enables them to provide benefits that far exceed those of their competition. Business owners should search for technology providers that offer a mixture of data backup, disaster recovery, help desk support and network monitoring and performance services in order to ensure that their provider is capable of increasing their bottom-line profitability. Northeast Information Systems is a true Managed Service Provider (MSP), with certified voice and data experts who have years of experience in the industry.

Northeast Information Systems differentiates itself by providing high-level consultation to ensure that pre-installation, installation, and post-installation all runs smoothly. "As a company, we take a global approach to understand our customers' business communications and IT

needs and we utilize sophisticated tools to ensure proper implementation," commented C.G. Frink, President of Northeast Information Systems. "Attention to detail and clear communication is the only way to ensure that the technology investment provides you with a competitive advantage and increases overall profitability."

Northeast Information Systems deploys Session Initiation Protocol (SIP) and leverages an innovative Current Technology Assurance Plan (C-TAP) which continually equips the customer with new technology while simultaneously protecting them from obsolescence and unforeseen cost. When a business moves into a new location the need for additional hardware and software oftentimes becomes glaringly apparent, and C-TAP customers are able to add new technology without incurring any additional cost. Keeping the customer at the latest state of technology is at the forefront of Northeast Information Systems' mission, so long as the technology enhances productivity and

increases bottom-line profitability.

ABOUT NORTHEAST INFORMATION SYSTEMS

For 40 years and over 3,000 customers, Northeast Information Systems has been the right choice for voice, data and video solutions in NY's Tech Valley. The company's primary focus is to leverage

advanced IP technologies to improve our customer's business processes resulting in greater profitability and increased customer satisfaction. Northeast Information Systems employs leading edge products from tier one manufacturers to design cost effective solutions backed by Factory Certified technical support.

The company's local dispatch center delivers round

the clock service to ensure system reliability with guaranteed emergency service response within 2 hours. Northeast Information Systems does business throughout New York, New England and nationwide via our network of authorized distributors.

For more information on Northeast Information Systems, call (800) 642-3147 or visit www.nistel.com.