

**THE WASHINGTON NETWORK, INC.
 HELPS SMALL TO MID-SIZED BUSINESSES
 WITH 2012 EXPANSION**

By Rick Endres,
 The Washington Network

The Washington Network, Inc., the region's leading technology provider, is helping small to 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. The Washington Network is well positioned to actively support the complex needs of its customers during this type of transition.

With an abundance of technology providers in the marketplace, a business owner's first challenge is to select the right technology provider. There are companies that are strong in either voice or data, but most lack both skill sets. However, The Washington Network 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. The Washington Network is a true Managed Service Providers (MSPs), with certified voice and data experts who have years of experience in the industry.

The Washington Network differ-

entiates 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 Rick Endres, President of The Washington Network. "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."

The Washington Network 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 The Washington Network's mission, so long as the technology enhances productivity and increases bottom-line profitability. For more information call **703-212-7100** or visit **www.WashingtonNetwork.com**.

