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President

IS YOUR ORGANIZATION PROTECTED AGAINST THE RISKS OF TECHNOLOGY?

*Joy Communications Explains the
Right Way to Invest in
Communications Technology Today*

STUART, FL — April 1, 2013 — Making the right investment decision is critical, especially in challenging economic times. It can mean life or death for any small to mid-sized business (SMB). This includes the manner of investing in new technology, because technology brings with it two embedded risks – obsolescence and unforeseen cost. Technology is a depreciating asset and business 101 teaches us to never pay cash for a depreciating asset. Plus, there is an ongoing and unknown cost to technology after it is implemented within a company. Joy Communications understands these risks and has a unique solution known as the Current Technology Assurance Plan (C-TAP) to overcome them.

C-TAP is designed to increase an organization's profitability and give it a competitive advantage. This technology investment vehicle fixes the cost of technology by bundling together hardware, software, unlimited training and all of Joy Communications' professional services. It's a method of acquiring technology that gives businesses a brand new element of flexibility that is much needed in today's world.

The biggest benefit of the C-TAP program is that businesses no

longer face the frustration of paying cash for a depreciating asset. After purchase, it is only a matter of time before new technology becomes obsolete and this program has taken that into account. Business owners have more control over their technology budget than ever before, because C-TAP allows businesses to add in new hardware, software, equipment, or installation without increasing monthly expense. In the traditional model, businesses do not have this flexibility. For example, if a business was stuck utilizing antiquated PCs and obsolete phone systems, the business owner would simply have to purchase all new equipment via a large capital expenditure. Under C-TAP, companies can add new computers, phones or other technology solutions, while keeping their monthly cost the same. Furthermore, Joy Communications waives any labor or installation fees that would normally be incurred.

"The growth of the C-TAP program is self-perpetuating," stated Peter Engle, President of Joy Communications. "It's a much simpler way of acquiring technology, and our customers love that. Businesses are continually evolving and infrastructure needs to shift with these changes in order to remain competitive. When our customers are able to get the technology they need without being

'nicked and dimed' and we are able to earn our customers' business month after month, both parties win. We firmly believe that the best way to win our customers over is to enhance their productivity and increase their bottom-line profitability. By partnering with our customers, we see them succeed and that turns into a positive result for everyone."

ABOUT JOY COMMUNICATIONS

Joy Communications, founded in 1982, with offices in Stuart, Tampa, and Ft. Lauderdale, is a multi-million dollar private company with over 10,000 customers throughout Florida. Joy Communications sells and services telecom equipment including Mitel, Samsung, and Shoretel, and provides data equipment and services. Joy's service area extends from Melbourne to Key West and the Tampa/St. Pete area. Joy Communications specializes in providing quality service and support to its customers with locally based, certified technicians. For more information on Joy Communications, please call 1-800-432-3638 or visit www.joycomm.com.