



Matt Duray  
President

## Connect Telephone & Computer Group Delivers Cloud Video Conferencing to its Customers

*Leader in Unified Communications  
Brings Powerful Productivity &  
Collaboration Tool to Customers*

BILLINGS, MT – April 22, 2014 - Connect Telephone & Computer Group a leading provider of unified communications, announced today that the company will now provide cloud video conferencing solutions to its customers. Connect Telephone & Computer Group cloud video conferencing technology enables end users to cost effectively collaborate via video with standard HD conference room systems, desktops/laptops, web browsers, tablets and smartphones. The interoperable cloud video service requires zero hardware and is very easy to use. Cloud video conferencing offered by Connect Telephone & Computer Group will improve productivity within an organization and enhance collaboration like never before. In simple terms, cloud video conferencing allows users to communicate face-to-face without travelling anywhere. With applications spread throughout all industries, video conferencing has been shown to dramatically increase performance for individuals who perform any tasks associated with relationship building, customer service, consultative sales, education,

technical assistance, training and more. This is driven by the fact that video conferencing allows individuals to interact as if they were in the same room. Individuals retain significantly more information when verbal communication is combined with visual cues. Thus, video conferencing takes a traditional phone call to an entirely new level and is just as easy to initiate. Traditional video conferencing is very expensive and prohibitive for most small and mid-sized companies. Cloud video conferencing, on the other hand, has caused a paradigm shift making this type of communications tool affordable for any business regardless of size. Plus, Connect Telephone & Computer Group solution is interoperable with traditional video conference room systems so if larger companies that have already made a significant investment in hardware can still reap the rewards of reduced utilization costs by connecting it to the cloud.

“Video conferencing has been available for a while but being able to do so from ‘the cloud’ has opened up the floodgates of opportunity,” stated Matt Duray, President of Connect Telephone & Computer Group. “The costs for this caliber of communications

technology was previously and exclusively available for large enterprises, but now every small to mid-sized business, organization or institution can benefit from it. We see this technology radically changing the way we interact because it is based on a very simple premise – there’s no better way to communicate than by looking someone into the eye and expressing your ideas. People who try it once, instantly see how powerful it is, and we are thrilled to see how businesses leverage this tool to gain a leg up on their competitors and increase their profitability.”

### **ABOUT CONNECT TELEPHONE & COMPUTER GROUP**

Connect Telephone & Computer Group is Montana’s premier telephone and data communications group. Connect provides industry-leading products, serviced by the most certified technicians in the region. The company’s local dispatch center delivers round-the-clock service to ensure system reliability. The Connect Group also offers comprehensive service 24 hours a day, 7 days a week and emergency service guaranteed within 4 hours.