



Heidi Woodhead  
Vice President

## **PreCom Help SMBs Utilize Softphone Technology to Enhance Mobility**

BOISE, ID - December 19, 2011 – Precision Communications, Inc. dba PreCom, 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.

Heidi Woodhead, Vice President of PreCom 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.” Heidi 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 PRECOM**

Precision Communications, Inc. dba PreCom, is Idaho’s premier voice, data, and video Communications company. Incorporated in 1993, PreCom continues to provide industry leading communication technologies from small businesses to large enterprises. The company puts an emphasis on providing ongoing training for all employees to ensure their customers receive the highest quality products and services available from factory certified technicians and professional staff. Whether you are looking for a business communication system or a new data infrastructure PreCom will assess your needs before every project and design a personalized, communication solution to meet your business needs. For more information on PreCom, call (208) 344-3660 or visit [www.precom-inc.com](http://www.precom-inc.com).