



Todd Wilson  
President

## **Intermix Technologies Helps Customers Combat Recession with Advanced Technology**

### *SMBs Leverage Solutions Designed to Enhance Productivity and Profits*

RIDGELAND, MS – August 24, 2011 - Intermix Technologies, a leading unified communications provider, announced today that the company is proactively protecting its customers from antiquated technology and providing them with a competitive advantage in their marketplace. By providing extensive technical training to the staff, Intermix Technologies has been able to leverage the superior knowledge of its workforce to detect and protect its customers from aging technology, all the while increasing their profitability and providing their customers with a competitive advantage.

The latest technology that Intermix Technologies has introduced to its customers is Session Initiation Protocol (SIP). The advent of SIP has expanded the limits of traditional telephony and has enabled many business owners to experience the benefits of sophisticated IP Telephony. The driving factor behind SIP is that the technology cuts many redundant costs associated with traditional telephony systems. Additionally, businesses are also attracted to SIP because of the ease in which it expands an organization's overall capabilities. For example, SIP Trunking provides significant improvements in call quality for IP based telephony by dedicating a separate "channel" to handle the

traffic. SIP Trunking also supports multiple forms of communication including video and instant messaging so businesses can reach out to customers through a myriad of mediums. Intermix Technologies' salespeople are technological experts who consistently research developing technologies, like SIP, and bring them to customers in order to enhance their profitability and increase their competitive advantage.

"By transitioning a number of our telecommunications customers from antiquated TDM, PBX and Key Systems to more refined IP Telephony systems we've chopped many of our customers phone bills in half," states Todd Wilson, President of Intermix Technologies. "We viewed this program as an investment in our customers' future. Basically, the bet we made was that if our staff was constantly examining and testing out new technology, eventually we'd find something that we could bring to our customers before their competitors even knew what was on the horizon. Nothing makes us happier than to see our customers utilizing our technology to leave their competitors in the dust."

Intermix Technologies is also associated with Technology Assurance Group (TAG) which is an international organization that collectively represents approximately \$350 million in products and services in the unified communications industry. Dale Stein, Partner of TAG, comments "Intermix Technologies

has always been an innovator. We're thrilled to hear that their new program has been a success and we're pleased to be associated with a thought-leader in their prestigious business community."

### **ABOUT INTERMIX TECHNOLOGIES**

Intermix Technologies is Mississippi's leading business communications, data networking, video surveillance, and security systems provider. Intermix Technologies gains a complete understanding of its customers' business objectives in order to recommend solutions that address specific needs. The company's solutions are designed to improve their customers' productivity, increase their profitability, and give them a competitive advantage in their marketplace. Intermix Technologies offers innovative products and business applications that are delivered by their team of industry certified professionals 24 hours a day, 7 days a week.

For more information on Intermix Technologies, please call 601-605-1057, visit [www.IntermixTechnologies.com](http://www.IntermixTechnologies.com), or stop by and see us in action at our new location off of County Line Road and I-55 North, at 130 Dyess Road, Ridgeland, Mississippi.