



## News Release

### **Digital Planet proudly announces Compass Communications of Arizona has joined the Charter Agency program.**

**The Charter Agency Program is the pinnacle of the Digital Planet offerings and is designed to create Digital Planet Agencies in local markets that offer complete communications integration.**

*May 24<sup>th</sup>, 2011*

**Saint Paul, MN** –Digital Planet Communications, an industry-leading telecommunications professional services firm, today announced their newest Charter Agency, Compass Communications.

The Charter Agency program is an industry first and is a unique partnership between Digital Planet and the Charter Agency. In addition to the services of a typical master agency, Digital Planet raises the stakes by offering business development, strategic planning, sales and operations training, financing, executive development, as well as the entire knowledge base that is Digital Planet, most importantly our communications integration program.

“Initially we worked with VAR’s to help them sell more of the technology they sell everyday using telecom services as a catalyst”, commented Shawn Schmidt, President of Digital Planet. “Today, Digital Planet is about complete communications technology integration. As communications technologies rapidly converge, organizations need to evolve to remain profitable and competitive. Today, most organizations are one dimensional, meaning they offer one piece of the communications puzzle. We classify these three dimensions as telecom connectivity, communications technology equipment, and managed IT services/software. The Charter Agency program is how we take a one dimensional organization and evolve it into a three dimensional powerhouse with little change to their day to day operations, restoring margins and profitability not seen in years.”

Linda Abram, owner of Compass Communications, a Phoenix Arizona based Master Agency said “We thought we had a good handle on our business, we were successful, growing our billing base, and doing well. What amazed me however is the realization that you don’t know what you don’t know. I know that sounds simplistic, but after becoming a Digital Planet Charter Agency, I learned we were not efficient in our operations, we were losing customers and leaving money on the table by not offering equipment or IT services, and we were working against our VAR and partner relationships without realizing it. Digital Planet not only simplified our day to day operations and increased our efficiencies; they give us a manageable plan to stay there.”

“The marketplace is cluttered with Master Agencies claiming to be the biggest and the best, but none of them dedicate the type of corporate development resources we do. Digital Planet sends their top managers, trainers, and marketing folks right to the Charter Agencies local market to share the entire knowledge base that is Digital Planet.” said Jonathan Watkins, Co-Founder of Digital Planet. “More importantly Digital Planet provides on-going support and best practices to the Charter Agency” Watkins added.

## **About Digital Planet**

Headquartered in Saint Paul, Minnesota, Digital Planet Telecom is the only National Master Agency with an exclusive technology VAR focus specializing in the delivery of solutions that integrate telecom network services, phone equipment solutions and managed IT services. Digital Planet offers the largest selection of telecom carriers in the nation, and paired with our vast knowledge of equipment solutions, we can design complete solutions to fit any customer in any industry. Like its valued Partners, Digital Planet has an industry proven reputation for quality and customer focus.

## **About Compass Communications**

Compass Communications provides customers telephony services nationwide. It services dial tone voice lines, high-speed Internet services, bundled voice and Internet T-1 services, long distance, voice mail, and specialty products. Compass Communications represents reputable service providers, such as Century Link, Integra Telecom, XO Communications, Paetec, Sprint, AT&T and Level 3 Communications.

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