



Shawn Schmidt  
President

## **Digital Planet Communications Helps Customers Combat Recession with Advanced Technology**

*SMBs Leverage Solutions Designed to Enhance Productivity and Profits*

St. Paul, MN – August 24, 2011 - Digital Planet Communications, Inc., 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, Digital Planet Communications 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 Digital Planet Communications 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. Digital Planet Communications' 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 Shawn Schmidt, President of Digital Planet Communications. "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."

Digital Planet Communications 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 "Digital Planet Communications 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 DIGITAL PLANET COMMUNICATIONS, INC.**

In 1992, St. Paul, Minnesota became home to Digital Planet Communications, Inc. Since then the company has been working with small to medium sized businesses to develop Comprehensive Business Communications Solutions on a local and national level. Digital Planet Communications breadth of skills and resources enables its highly skilled team of professionals to deliver a "Total Care" solution for any organization's communication needs. Unlike other companies in the industry, Digital Planet is able to provide multiple options for network services and leading equipment solutions. With technical expertise and un-matched quality of service, Digital Planet Communications has quickly become a leader in the rapidly changing unified communications industry. For more information on Digital Planet Communications, call 651-233-5800 or visit [www.dpcinc.com](http://www.dpcinc.com).