



Brian Fair
President

Total Office Product Solutions, Inc. (TOPS) Help SMBs Utilize Softphone Technology to Enhance Mobility

KELOWNA, B.C. – January 30, 2012– Total Office Product Solutions, Inc. (TOPS), 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.

Brian Fair, President of Total Office Product Solutions, Inc. (TOPS) 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.” Brian 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 TOTAL OFFICE PRODUCT SOLUTIONS, INC. (TOPS)

Total Office Product Solutions, Inc. (TOPS) is a leader in unified communications supporting

businesses throughout Vancouver Island and the Interior of British Columbia. TOPS provides innovative Business Telephone & VOIP Systems, Copier Solutions & Network Printing as well as Managed IT & Computer Networking Solutions that are designed to increase customer profitability, improve employee productivity and give them a competitive advantage. These solutions are serviced by Factory Certified & Technicians. Customers are thoroughly trained in every component of their system by TOPS’ highly experienced customer service team.

Since 1981, TOPS has positioned itself to nurture and develop long lasting and mutually beneficial relationships with all of our customers. Our objective is to work with our customers as their technology partner. TOPS continues to grow due to its commitment to a core business philosophy that provides customers with a superior product and unparalleled service at a competitive price. The company’s corporate headquarters is located at #104 – 1905 Baron Road, Kelowna, B,C, V1X 6W2. For more information about TOPS Telecom, please visit www.topstelecom.com.