



Brian Fair
President

Total Office Product Solutions, Inc. (TOPS) Increases Customer Profitability in a Down Economy with the Latest Technologies

*Region's Leading Technology Provider
Helps Businesses Do More with Less*

KELOWNA, B.C. – March 28, 2011 – Total Office Product Solutions, Inc. (TOPS), an industry leader in unified communications, announced today that the company is relentlessly educating its customers on the latest technologies designed to increase their profitability and enhance employee productivity, particularly in these tough economic times. The technologies that TOPS is focusing on helps companies do more with less. While the economic whiplash has sent many companies back to the starting block, others are capitalizing on these types of advancements to better position themselves for recovery. The financial gurus may try to convince business owners that a dreaded double-dip is imminent, but for the technologically adept, an uptrend is more likely. TOPS, is paving the way by introducing businesses to leading edge technologies that drive profitability, now.

“We understand that the economy has mounted tremendous pressure on our customers to be more productive, with fewer resources at their disposal. We believe that it is our responsibility to proactively search and deploy solutions that drive our customers’ profitability and provide them with a competitive advantage. It’s up to us to make sure that our customers have

technology that enables them to do more with less,” stated President, Brian Fair.

One of the ways that TOPS is boosting customer profitability is through an application called presence management. This application eliminates the guessing game of knowing where people are and what they’re doing, and allows individuals to indicate their status (in a meeting, “back at 2pm,” at lunch, “send calls to my cell”, etc.) and promises “you’ll never miss a call again.” By increasing the speed of communication, more opportunities can be seized; more current customers can be satisfied, and more profits can make it to the bottom line.

Similarly, TOPS is utilizing call recording technology in order to help organizations increase employee productivity. According to Dr. Jon Anton from Purdue University, “On average, employees answer the phone 19% faster, spend 29% less time on the phone and do after-call work three times faster when they know they’re being recorded.” Remarkably, many business owners have not adopted call recording technologies. Total Office Product Solutions, Inc. (TOPS) is looking to “bridge the gap” by educating their customers on solutions aimed to help small to mid-sized businesses come out on top.

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.