



Brian Fair
President

LEADING UNIFIED COMMUNICATIONS COMPANY INVESTIGATES ADVANCED TECHNOLOGY AND PRESENTS FINDINGS TO KELOWNA MARKETPLACE

Brian Fair, President of Total Office Product Solutions, Describes Why a Hosted IP Phone System May Not Be The Best Bet For Everyone

KELOWNA, B.C. – July 19, 2011 – New technologies yield significant benefits in the workplace and oftentimes most companies want the latest and greatest technology on hand. Hosted Internet Protocol (Hosted IP) phone systems is one of the newest technologies to come about within the last ten years. It offers an innovative way of phone communication through the internet, opposed to traditional phone lines, and in many ways is similar to Voice-Over-Internet-Protocol (VoIP) technology. Hosted IP is mainly used by smaller companies that do a lot of out of area communicating, especially long distance calling. These companies tend to see their phone bills decline with the use of Hosted IP but interestingly enough this solution may not necessarily be the best solution for all local business owners. Total Office Product Solutions (TOPS), an industry leader in unified communications, announced today that it has examined the feasibility of Hosted IP in the Kelowna market place and has presented its findings to local business owners.

As previously mentioned, while Hosted IP is a workable

solution in some markets, TOPS found that it is not an efficient solution in the Kelowna marketplace. Hosted IP requires additional bandwidth which is a luxury that most businesses do not have. Without this bandwidth service is poor and voice quality is choppy at best. Session Initiation Protocol (SIP) helps to overcome this obstacle, but as a relatively recent technology, it has which is only beginning to saturate a few markets. It is greatly improving call quality in many regions throughout the US, but the Canadian marketplace has very different needs. Brian Fair of TOPS stated that “Our customers don’t have the bandwidth to utilize a tool such as SIP, but when our market is ready for it we will have the tested tools to deploy it for them.”

TOPS has been a leader in the unified communications industry for over twenty years. Brian Fair, President of TOPS, sits on the advisory board of Technology Assurance Group (TAG), an international organization of unified communications companies collectively representing about \$350 million in products and services. Dale Stein, Co-founder of TAG states, “His ability to represent the Canadian market place on an international basis has given us a new perspective which is only proving to have a positive

influence on the TAG organization.” TOPS takes pride in revolving their business around their customers and they are dedicated to offering the best solutions possible, but at this point in time, Hosted IP just isn’t one of them. “We don’t want to risk our reputation by providing our customers with something that we don’t think is going to work.” says Brian. “We want to be reliable and trusted by our customers. Their satisfaction is the most significant part of our business.”

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.