



**FOR IMMEDIATE RELEASE**

**TRANSCEND COMMUNICATIONS, INC. OF MADISON, WISCONSIN IMPLEMENTS THE SHORETEL IP TELEPHONY SOLUTION FOR SCHWARZ INSURANCE.**

*Reliable, easy-to-use and cost-effective IP phone system dramatically improves productivity and communications.*

**August 24, 2007 | Transcend Communications, Inc.** today announced it has deployed an IP Telephony Solution for Schwarz Insurance of Madison, Wisconsin.

“We wanted the ability to have local community presence at each of our 7 offices and still support the agency as a whole with one virtual phone system. The ShoreTel system feels seamless to our customers when being transferred or conferenced on a call” says Bob Storandt, Business Technology Director of Schwarz Insurance Agency.

Schwarz Insurance has improved their productivity and communications as well as support to their smaller offices with ShoreTel Call Center Work Groups / Hunt Groups. They are also able to support one another in the case of storms, workload, sickness or vacations, regardless of location. Another business driver for Schwarz Insurance is the accessibility to their highly mobile producers and managers. “When our producers and managers are out of the office, they are able to remain supportive to the back office while being productive in the field. Even as technical support, I am able to communicate and support our staff much more efficiently,” adds Storandt.

Mr. Storandt was very satisfied with the Transcend Team. Schwarz Insurance rated Transcend at 100% on their “Pursuit of Excellence” survey (distributed to all Transcend customers after an install.) In addition, Mr. Storandt wrote a letter to the Transcend Team to explain how the Project Team went above and beyond to complete a successful deployment. “There was a very short lead time once the decision was made to go live. Transcend was able to make it happen and approached any obstacle with complete professionalism,” states Storandt.

**About Schwarz Insurance**

An independent insurance agency like Schwarz Insurance is for independent-minded customers. We provide our clients with the most complete coverage at the most competitive rates from well-established, financially-stable carriers. We have been in the community providing business and agri-business insurance for general liability, property, company autos, health, disability and worker's compensation as well as personal insurance on homes, autos, health and disability since 1923.

**About Transcend Communications**

People | Experience | Service

Transcend was established in 1984 and has over 4,000 customers.

By definition, Transcend is a Value-Added Reseller and systems integrator that designs, develops, deploys and supports network, data security, IP video, and IP telephony solutions. By reputation, Transcend is known for taking the lead in providing customers with state-of-the-art technology to maximize the productivity of their data infrastructure.

For more information on Transcend, visit [www.transcendinc.net](http://www.transcendinc.net) or call 800-800-0353.

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