



FOR IMMEDIATE RELEASE

TRANSCEND COMMUNICATIONS OF MINNEAPOLIS, MINNESOTA IMPLEMENTS THE SHORETEL IP TELEPHONY SOLUTION FOR THE STOREFRONT GROUP.

August 24, 2007 | Transcend Communications, Inc. today announced it has deployed an IP Telephony Solution for The Storefront Group of Minneapolis, Minnesota.

“We were operating five sites that were not linked through our telephone system. We needed mobility, extensive features and ease of management to support our business. We knew exactly what we were looking for and detailed it in a very competitive RFP in which we received 14 responses,” states Brad Kopecky, Director of IS for The Storefront Group.

The Storefront Group is a non-profit, community mental health center offering case management and 20 unique lines of treatment to families, adults, and children. When evaluating a fit for their needs, Kopecky explained that the ShoreTel system met 100% of their feature set requirements. “The winning factor was Transcend’s reputation. Transcend is flexible, supportive, dedicated and works with a high level of professionalism,” says Kopecky.

The Storefront Group now recognizes cost savings in several areas of their business due to their new ShoreTel system. “The ‘hoteling’ feature has increased the productivity of our staff with the ability to move around where they are most needed; which is more cost effective when working with highly compensated doctors. It has also better utilized our front desk staff who found the system very intuitive. In addition to our staff benefits, we no longer pay four different service and maintenance agreements. We’ve found the ShoreTel model to have a lower total cost of ownership when you figure in the cost of the pre-loaded support and free upgrades,” says Kopecky.

“Transcend also exceeded our expectations in the area of delivering what they promised,” articulates Kopecky on their satisfaction with Transcend’s performance. “Alex Tiechnor, our Project Manager, was fabulous and Kasey Keeler, our Account Executive, demonstrated a high level of integrity. We really believe in Transcend’s ability as well as the staff they have to support what they are selling,” says Kopecky.

About The Storefront Group

The Storefront Group is a multi-faceted human service and mental health provider focused on promoting the positive growth and development of school-aged children and their families in the Twin Cities and surrounding suburbs.

The mission of Storefront is to transform lives by providing hope, healing, and empowerment through treatment, intervention, and education. For more information, contact them at (612) 861-167 or visit www.storefront.org

For more information on Transcend, visit www.transcendinc.net or call 800-800-0353.

Press Release Contact:

Melissa Crowder | Marketing Manager | 763.463.1026 | melissa.crowder@transcendinc.net



MINNESOTA
2101 KENNEDY STREET NE
MINNEAPOLIS 55413

MAIN 763.463.1000
FAX 763.463.1100



WISCONSIN
2820 WALTON COMMONS
WEST #125
MADISON 53718

MAIN 608.661.7778
FAX 608.268.1512