



Todd Wilson
President

Small to Mid-sized Businesses Reap the Benefits of Intermix Technologies' Customer Centric Programs

Company Reports Strong Customer Satisfaction Levels By Bucking the Trend of Scaling Back in a Down Economy

RIDGELAND, MS — March 18, 2009 Intermix Technologies, an industry leader in business communications, announced today that the area's small to mid-sized businesses are reaping the benefits from customer centric programs that the company deployed over the years. A number of innovative programs were designed by Intermix Technologies to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, Intermix Technologies is expanding to help organizations increase profitability and employee productivity.

A few years ago Intermix Technologies conducted a thorough needs analysis of their customer base and found that companies were interested in learning more about the latest developments in communications, find creative ways to reduce costs, and obtain a better understanding of how to efficiently utilize technology to grow their organizations. However, these same companies didn't have the means, resources, or expertise to stay at the forefront of advancements in technology. As a result the Customer Advocate Department was born. Today, Intermix Technologies' Customer Advocates educate companies about technologies that they haven't currently adopted that could greatly benefit their business. Some examples of these technologies include Voice over Internet (VoIP), SIP Trunking, call accounting, web and audio

conferencing, and GPS tracking systems for vehicles.

Another Intermix Technologies program where businesses are reaping the benefits is in managed IT services. Essentially, Intermix Technologies' customers outsource the management of their data network and infrastructure so they can focus all of their energy on their core competency. Running an efficient network is not easy, especially with the convergence of voice and data. Too often companies are caught up in day-to-day operations that mission-critical network maintenance and security management get overlooked. Unfortunately, most businesses do not have the resources to properly maintain, support, and keep their network up to date. Offloading this function to an expert like Intermix Technologies helps companies concentrate on growing their business.

In today's environment, budgets for most businesses are extremely tight. A program that has become vastly popular is Intermix Technologies' Current Technology Assurance Plan (C-TAP). C-TAP's two most important objectives are to eliminate technology's obsolescence through refresh, while providing a true cost of ownership. Rather than paying cash up front for a depreciating asset like technology, companies pay a fixed monthly cost that is recorded in an operating budget. This enhances the financial health from both tax and budgeting standpoints. The cost is a known entity and customers on C-TAP never receive another invoice. Included in C-TAP are all of the professional services that Intermix Technologies offers.

"Our dedication to developing customer centric programs that drive

satisfaction has enabled us to envision and prepare for market trends before they even occur," said Todd Wilson, president of Intermix Technologies. "Creating programs like customer advocacy, managed IT services, and C-TAP help companies change the way they do business, allow them to conserve cash, and give them affordable access to new technology. Historically, customer service for most companies dramatically declines during a recession. I'm proud to say that our customers experience the exact opposite."

ABOUT INTERMIX TECHNOLOGIES

Intermix Technologies is Mississippi's leading business communications, data networking, video surveillance, and security systems provider. Intermix Technologies gains a complete understanding of its customers' business objectives in order to recommend solutions that address specific needs. The company's solutions are designed to improve their customers' productivity, increase their profitability, and give them a competitive advantage in their marketplace. Intermix Technologies offers innovative products and business applications that are delivered by their team of industry certified professionals 24 hours a day, 7 days a week.

For more information on Intermix Technologies, please call 601-605-1057, visit www.IntermixTechnologies.com, or stop by and see us in action at our new location off of County Line Road and I-55 North, at 130 Dyess Road, Ridgeland, Mississippi.