



Birch Expands Cloud-Based Phone System Offering

Global leading telephony manufacturer VTech joins Birch's 'Bring Your Own Device' program in support of their TotalCloud® PBX phone system

ATLANTA – February 26, 2015 – Birch Communications, Inc., (“Birch”) a leading nationwide provider of communications, network and cloud services to small, mid-sized, enterprise and wholesale businesses, announce today that VTech Communications, Inc., a global leader and manufacturer of IP-based phones, is now an approved vendor, providing telephony hardware to support their TotalCloud® PBX phone system product.

Birch continues the expansion of its 'Bring Your Own Device' (BYOD) offering with the addition of VTech's pre-configured SIP-based endpoint devices. VTech telephony hardware is ready for plug-and-play into Birch's TotalCloud PBX network. This expansion is the latest addition to Birch's BYOD hardware portfolio, giving customers a multitude of device options for price and system capabilities.

Birch's BYOD program allows customers to take advantage of equipment they already own, significantly reducing switching costs when converting to a cloud-based phone system. When combined with Birch's enterprise-grade cloud-based phone system— [TotalCloud® PBX](#)— businesses are equipped with the tools needed to support both organizational and workforce growth, while reducing upfront capital expenditures and avoiding maintenance costs associated with premise-based phone systems.

“Our customers want the latest in technology, and in response, we continue to broaden our BYOD program offering to better enable access to newer products,” said David Gibson, Vice President of Business Development. “Our goal is to expand our product portfolio with the most up-to-date and best-in-class products, guaranteeing our customers have the newest technology options available on the market.”

"We are extremely pleased to have this partnership with Birch in order to offer compelling and attractive solutions to our mutual channels and customers. VTech's significant brand, channels, and product strengths, along with industry-leading warranties and support, fit well with the Birch BYOD program and TotalCloud® PBX. The differentiators that Birch and VTech now offer the customer make this an attractive partnership for us," said Graham Williams, VP of Business & Hospitality Phones Division, VTech Communications, Inc.

To learn more about Birch's entire suite of IP-based communications, broadband, cloud and IT services, visit birch.com/products

About VTech

VTech is the global leader in electronic learning products from infancy to preschool and the world's largest manufacturer of cordless phones. It also provides highly sought-after contract manufacturing services and telephony solutions for the hospitality industry. The company has leveraged its expertise and success in cordless telephones to offer a portfolio of cost-effective, cutting-edge business phone solutions as well. Founded in 1976, VTech's mission is to design, manufacture and supply innovative and high-quality products in a manner that minimizes any impact on the environment, while creating sustainable value for its stakeholders and the community.

For further information on VTech and its array of business phone products, please visit <http://businessphones.vtech.com>.



About Birch Communications

Birch Communications, Inc. is a leading communications, network, cloud and IT solutions provider celebrating 20 years in business (1996-2016). Recognized for exceptional customer experience, Birch delivers compelling solutions that assist small, mid-sized, enterprise and wholesale businesses to increase their productivity. Its industry-leading product portfolio is available nationwide and includes Metro-Fiber, Metro-Ethernet, unified communications (UC), hosted phone systems, hosted data centers, and hosted file storage services. For more information, visit birch.com.

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