



Mike Shuping  
President

## **Small to Mid-sized Businesses Reap the Benefits of TDARx's Customer Centric Programs**

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

WINSTON SALEM, NC — March 18, 2009 TDARx, 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 TDARx to continually enhance satisfaction levels, especially during recessionary periods. While most companies cut back services and technology solutions, TDARx is expanding to help organizations increase profitability and employee productivity.

A few years ago TDARx 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, TDARx's 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 TDARx program where businesses are reaping the benefits is in managed IT services. Essentially, TDARx's 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 TDARx 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 TDARx's 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 TDARx 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 Mike Shuping, president of TDARx. "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 TDARx, INC..**

TDARx, Inc. came into existence when TeleData Services, Inc., a regional leader in business communications, and Arx Technology, Inc., a leading provider of computer and data networking technologies, merged in January 2008. The merger enhances TDARx's expertise in a full line of communication technology, which helps its customers increase their profitability and improve competitive advantage.

TeleData Services, Inc. was founded in 1988 by Mike Shuping with partners Michael Nester and Larry Halsey. For the past 20 years, TeleData Services has been and is committed to establishing and maintaining a dynamic partnership with every customer. Extensive technology and service experience allowed the TeleData Services, Inc. team to develop an understanding of each customer's unique telecommunications

requirements, and to respond to those requirements quickly and effectively. Founded in 2001 by owner Wesley Walker, Arx Technology had been fulfilling the IT needs of Triad businesses. The company has over 350 customers and eight certified engineers. These professionals have a number of advanced industry

certifications including Microsoft, Macintosh, Cisco, Citrix, Novell, and Linux and provides IT-based growth strategies for small and medium businesses. Arx specializes in data, technology and network consulting, security and support. Today, TDARx is poised to help its customers maximize the return on their

investment in communication technology. With TDARx, you can focus on your business, while we focus on your IT! For more information, please contact us at (336) 896-0808 or visit [www.tdarx.com](http://www.tdarx.com).