



Mike Shuping  
President

## WEBSHARING BECOMES A MUST FOR TODAY'S SMALL TO MID-SIZED BUSINESSES

*SMBs Turn to TDARX For Robust Websharing Technology*

WINSTON SALEM, NC – April 29, 2013 - TDARx, an industry leader in unified communications, announced today that the company has significantly expanded the breadth and depth of their websharing solutions. Websharing enables real-time point-to-point communications as well as multicast communications from one sender to many receivers. Businesses have been particularly attracted to websharing because of its ability for users to conduct meetings, training events, lectures, or short presentations from any computer with ease.

Over the past several years, websharing has evolved into one of the main forms of communication among top businesspeople because it enables businesses to collaborate in real-time through webinars, teleconferences and online presentations. With more and more interaction going online, the need for one-to-many communication capabilities is becoming increasingly evident in many SMBs. TDARx has noticed this trend and is equipping businesses in the area

with powerful websharing tools that promise to maximize effective communication between businesspeople. There is an abundance of websharing solutions available, but many lack key functionality. When assessing the quality of a particular websharing tool, here are some features to look for:

- **Slide show presentations** - where images and PowerPoints are presented to the audience to engage the audience while the presenter discusses slide content.
- **Live or Streaming video** - where full motion webcam, digital video camera or multi-media files are pushed to the audience.
- **Meeting Recording** - where presentations can be recorded for later viewing and/or distribution.
- **Chat** - for live question and answer sessions, limited to the people connected to the meeting. In many tools, texts can either be set to public or private.
- **Polls and surveys** – this allows the presenter to conduct questions with multiple choice answers directed to the audience. This is a good way to

monitor engagement and reach consensus on various topics.

- **Screen sharing/desktop sharing/application sharing** – this allows participants to view anything the presenter currently has shown on their screen. Some screen sharing applications allow for remote desktop control, which allows participants to manipulate the presenters screen.

As a rule of thumb, websharing solutions should contain most of the aforementioned features. The standard of websharing tools has been raised over the years and anything less than the above is inadequate.

“We’ve been deploying websharing solutions for years,” stated Mike Shuping, President of TDARx. “As soon as this form of communication came out, we knew it would be a very important medium. We’ve analyzed the market and determined which features are must-haves, nice-to-haves and which are utterly unnecessary. When we sit down with businesses or organizations, we assess their needs and then recommend a solution that best fits. While we definitely see that

the vast majority of businesses do need some form of websharing capability, some organizations can benefit from a simplified solution where others need something more comprehensive. Either way, our goal is and has always been, to improve our customer's productivity and overall profitability through advanced technology. Putting our customers first has always served us well and is the main reason for our success."

#### **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).