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## **IS YOUR ORGANIZATION PROTECTED AGAINST THE RISKS OF TECHNOLOGY?**

*Northeast Information Systems  
Explains the Right Way to Invest in  
Communications Technology Today*

ALBANY, NY — April 29, 2013 — Making the right investment decision is critical, especially in challenging economic times. It can mean life or death for any small to mid-sized business (SMB). This includes the manner of investing in new technology, because technology brings with it two embedded risks – obsolescence and unforeseen cost. Technology is a depreciating asset and business 101 teaches us to never pay cash for a depreciating asset. Plus, there is an ongoing and unknown cost to technology after it is implemented within a company. Northeast Information Systems understands these risks and has a unique solution known as the Technology Assurance Plan (TAP) to overcome them.

TAP is designed to increase an organization's profitability and give it a competitive advantage. This technology investment vehicle fixes the cost of technology by bundling together hardware, software, unlimited training and all of Northeast Information Systems' professional services. It's a method of acquiring technology that gives businesses a brand new element of flexibility that is much needed in today's world.

The biggest benefit of the TAP program is that businesses no longer face the frustration of paying cash for

a depreciating asset. After purchase, it is only a matter of time before new technology becomes obsolete and this program has taken that into account. Business owners have more control over their technology budget than ever before, because TAP allows businesses to add in new hardware, software, equipment, or installation without increasing monthly expense. In the traditional model, businesses do not have this flexibility. For example, if a business was stuck utilizing antiquated PCs and obsolete phone systems, the business owner would simply have to purchase all new equipment via a large capital expenditure. Under TAP, companies can add new computers, phones or other technology solutions, while keeping their monthly cost the same. Furthermore, Northeast Information Systems waives any labor or installation fees that would normally be incurred.

"The growth of the TAP program is self-perpetuating," stated C.G. Frink, President of Northeast Information Systems. "It's a much simpler way of acquiring technology, and our customers love that. Businesses are continually evolving and infrastructure needs to shift with these changes in order to remain competitive. When our customers are able to get the technology they need without being 'nickel and dimed' and we are able to earn our customers' business month after month, both parties win. We firmly

believe that the best way to win our customers over is to enhance their productivity and increase their bottom-line profitability. By partnering with our customers, we see them succeed and that turns into a positive result for everyone."

### **ABOUT NORTHEAST INFORMATION SYSTEMS**

For over 40 years and 3,000 customers, Northeast Information Systems has been the right choice for business telecommunications solutions in NY's Tech Valley. The company's primary focus is to leverage advanced communications technologies to improve our customer's business processes resulting in greater profitability and increased customer satisfaction. Northeast Information Systems employs leading edge products from tier one manufacturers to design cost effective solutions backed by Factory Certified technical support. The company's local dispatch center delivers round the clock service to ensure system reliability with guaranteed emergency service response within 2 hours. Northeast Information Systems does business throughout New York, New England and nationwide via our network of authorized distributors.

For more information on Northeast Information Systems, call (800) 642-3147 or visit [www.nistel.com](http://www.nistel.com).