



## **ESI and NextGen Form Strategic Alliance for Small Business IP Telephony Solutions**

***NextGen Members to Market ESI's Award-Winning Communications Servers;  
NextGen to Offer Strategic Input to ESI Product Development***

**Plano, TX and Washington, D.C., October 1, 2008** – Estech Systems, Inc. (ESI) and NextGen Technology Group (NextGen) today announced a strategic alliance naming ESI as a NextGen Preferred SMB Technology Solution Provider. ESI, a leading manufacturer of digital and IP business phone systems and NextGen, the telecommunications industry's first IP-centric telephony integrator organization, have signed an agreement that also calls for NextGen to provide strategic input to ESI product development efforts. This important alliance will enable ESI to leverage NextGen's success and expertise delivering, supporting and managing a variety of telecommunications solutions to nearly 30,000 customers nationwide.

"NextGen recognizes that IP-based communications solutions like those offered by ESI deliver real business advantage to our shared customers," said Doug Boyd, president and chief operating officer of ESI. "Our new relationship with NextGen gives us the ability to more quickly validate the evolution of our award-winning products by leveraging the day-to-day experience of NextGen members, each of whom has helped thousands of customers solve a wide variety of real-world communications challenges with innovative IP solutions and applications."

ESI Communications Servers provide standards-based IP technologies in a flexible platform that give NextGen customers the flexibility to choose when and just how much IP technology is right for their business. Unique solutions like ESI Cellular Management and ESI Presence Management in addition to a full complement of IP capabilities such as remote phones, softphones and SIP phones are perfect for a single-site business or one of many in a multi-site network.

"As an ESI Certified Reseller, I know first-hand that my fellow NextGen members are excited to offer ESI's line of communication servers because of their unmatched feature set, competitive pricing and easy integration with a customer's existing infrastructure," said David Roberts, a founding member of NextGen Technology Group and president of Atlanta, GA-based Ascend Technologies, Inc. "NextGen was created to help independent telephony integrators succeed by leveraging the collective technical and business expertise of our members. We now bring that same spirit of collaboration and support to our new partnership with ESI."

To kick off the alliance, ESI president and COO, Doug Boyd, and ESI vice president of sales and marketing, Pam Hughes, participated in NextGen's Q3 MindShare, a quarterly conference for NextGen members. "We believe the NextGen organization is unique in that it provides an IP-centric approach to help individual resellers transform their business to meet the long-term needs of their customers. We see a tremendous synergy between what NextGen is doing and ESI's vision and strategy."

### **About NextGen**

NextGen Technology Group ([www.nextgengroup.net](http://www.nextgengroup.net)) was established in 2007 to help independent telephony integrators to successfully embrace the future in the telecommunications marketplace – providing IP-based solutions and applications. Telephony integrators selected to join NextGen can achieve business goals faster and prosper in the increasingly crowded VoIP market by utilizing the group's nationwide network of business solutions providers, nationally-certified installation team, peer-to-peer mentoring, sharing of best practices, business and technology training and more. NextGen currently represents leading telephony integrators throughout North America with total gross revenue in 2007 of over \$90M and nearly 30,000 customers.

### **About ESI**

ESI (Estech Systems, Inc.) designs and manufactures telephone systems and components for businesses. ESI's systems offer advanced technological design and extreme ease-of-use, yet are very cost-competitive. The



product line includes ESI's family of Communications Servers, which support both digital and IP technologies in any desired combination. ESI's business phone systems are sold through hundreds of factory-trained Certified Resellers. Founded in 1987, ESI is a rapidly growing, privately held corporation with headquarters in Plano, Texas. Any registered trademarks or trade names mentioned herein are the property of their products' or services' respective owners. ESI phone systems are protected by various U.S. Patents, granted and pending. Product details are subject to change without notice. For more information about ESI and its products, visit [www.esi-estech.com](http://www.esi-estech.com).

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