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FOR IMMEDIATE RELEASE

### **Transcend to work with Scherer Brothers Lumber on IP Telephone Solution**

Minneapolis, October 18, --Transcend Communications, Inc., announced that it has signed an agreement with Scherer Brothers Lumber Company, Maple Grove, Minnesota, to provide an IP Telephony solution enterprise-wide.

“This convergence project will allow us to improve customer satisfaction by providing an excellent telephone experience, realize workgroup productivity increases and provide meaningful reporting that helps us manage our communication KPI’s,” said Marjorie Arnold, I/T Director for Scherer Brothers Lumber Company. “You see,” Arnold added, “I’m not replacing a half dozen different phone systems, I’m putting in an application that will provide a competitive advantage to us. Customers call us constantly and we need to breakdown the communication barriers between our customers and employees. ShoreTel’s solution enables us to do this. We are going to dislodge our people from their desk and leverage ShoreTel’s virtual architecture, presence management and Office Anywhere to improve customer response while increasing our mobility.”

The transaction began with a pilot site of 20 users in Hopkins and now includes replacing all PBXs by the end of the year, providing one virtual phone and contact center system for all 550 employees and 11 sites.

#### **About Scherer Brothers**

Since 1930, Scherer Brothers Lumber Company has grown into a large entity that offers a wide variety of products and services - from doors to cabinets, wall panels to engineered trusses, custom millwork, wood specialty products - calling them a "lumber company" does not adequately define the scope of thier business. The more diverse they become, the more they can do for customers. Maintaining the highest quality products and services, and meeting the customer’s needs, Scherer Brothers follows its mission of "working together, filling needs." Their dedication to follow through will define its success as a valued partner with equally valued customers. Visit them at <http://schererbrotherslumber.com>.

#### **About Data Accessories now Transcend Communications**

Established in 1985 and having over 4,000 customers, Transcend Communications is a value-added Reseller and systems integrator that designs, develops, deploys and supports network, data security and IP telephony solutions. Transcend Communications is known for taking the lead in providing customers with state-of-the-art technology, maximizing the productivity of their data infrastructure. Companies that require more from their networks count on Transcend Communications to take them to the next level. Visit them at <http://transcendinc.net>.

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