



For Immediate Release

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ICS Telecom's Quick Action Gets Sam Dell Moving

Moving fast in the auto business is a necessity. This highly competitive field has companies of all kinds selling vehicles of all makes and models. So moving fast in the telecommunications business has been a great match for Sam Dell Auto & Truck and ICS Telecom. The auto business lives and dies by the telephone. So, having reliable telephone service and responsive service are absolutes.

With a series of storms that hit the Central and Western NY areas during the Summer of 2005, Sam Dell Car & Truck Stores' main location, its Dodge store on W Genesee and Geddes in Syracuse was a victim of lightning strikes that wiped out a vast portion of its telephone service. The system utilized had been in place working reliably for more than a decade, and Sam Dell called on its vendor, ICS Telecom to get them back up and running quickly. ICS dispatched its service staff and within a matter of hours overnight had Sam Dell functioning again. But with some of the system crippled, Sam Dell challenged ICS Telecom with a new objective – replace the system in a matter of days – complete with upgraded capabilities such as call routing software, wireless, traffic management, centralized answering, and a host of other capabilities.

ICS Telecom brought its team together with Sam Dell for an evaluation of the components required, and within the next business day had a new system operational for inbound and outbound traffic. Upgrades of the telephone system and user training were conducted over the next several days and Sam Dell Dodge today is operating at 100%. The product chosen for the upgrade was Inter-Tel's Axxess platform and this solution provides service for approximately 100 user extensions. The Axxess will allow Sam Dell to connect remote facilities with IP Telephony as needs dictate. According to Joe Dell, "ICS Telecom's ability to devote the staff and resources to the service issues, and then to a speedy and efficient upgrade typify the commitment they have always shown Sam Dell Car & Truck." For more information on ICS Telecom or the Inter-Tel Axxess system, please contact ICS at (800) 836-7424.

About ICS Telecom:

ICS Telecom provides, installs and maintains technology and networking voice and data solutions for business organizations throughout Western and Central New York. Headquartered in Rochester, ICS Telecom has operated continuously since 1976. Visit ICS Telecom at www.icstelecom.com.

About Sam Dell:

Founded in 1939, Sam Dell Car and Truck Stores employ more than 300. Sam Dell dealerships in Central New York sell new Ford, Infiniti, Nissan, Dodge, and Chrysler-Jeep vehicles as well as used cars. In addition to its three dealerships on Syracuse's Automobile Row, Sam Dell has stores in Clay and North Syracuse. Visit Sam Dell at www.samdell.com.