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## **Transcend Communications, Inc.**

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Transcend Communications, Minneapolis, Minnesota, announced Thursday that it has signed an agreement with WinCraft, Winona, Minnesota, to provide a ShoreTel Enterprise IP telephony and contact center solution. The transaction includes replacing all Nortel PBX's and will encompass five locations, including a new Distribution Center in Winona.

“After a long and careful approach to IP telephony, we came to the conclusion ShoreTel was the answer to our business needs,” said John Killen, President of WinCraft. “Our business is growing rapidly and the flexibility and applications ShoreTel provides us are critical. Also the ShoreTel system will integrate and interact well with our other systems in place and just seems so easy to use and administer.”

The ShoreTel Enterprise IP telephony system and contact center solution will be deployed first in the new Distribution Center in Winona, MN, and then in Corporate and several other remote offices. The total deployment will incorporate about 400 users and two contact center sites.

**About WinCraft**

WinCraft is a privately held company founded in 1961. Much has changed over time, yet you can still depend on WinCraft for friendly customer service, quality products and on-time delivery. WinCraft is a recognized leader in retail licensed and promotional products. You can provide your customer with collectible and home décor products from our 25 major product families. We are privileged to have over 300 licenses. We offer licensed products for every retail selling season, hot market, and major event.

**About Transcend Communications**

The company was established in 1985 and has over 4,000 customers. By definition, Transcend Communications is a value-added Reseller and systems integrator that designs, develops, deploys and supports network, data security and IP telephony solutions. By reputation, Transcend Communications is known for taking the lead in providing customers with state-of-the-art technology to maximize the productivity of their data infrastructure. Simply put, companies that require more from their networks count on Transcend Communications to take them to the next level.

**About ShoreTel**

ShoreTel is the innovation leader in delivering IP telephony solutions to the enterprise. The spark for this innovation emerged out of frustration. While purchasing a phone system at a previous venture, ShoreTel co-founders were confounded by products short on features and long on complexity. So they created a better solution. The manifestation of their vision is a simple and affordable intelligent phone system that can be easily integrated into a global IP communications infrastructure.