

## PRESS RELEASE

# Introducing CTS + Zoom: A New Era of Cloud Collaboration

*Why CTS teamed up with Zoom — And What It Means for Your Business*

As collaboration needs continue to evolve, organizations across the Mid-Atlantic are seeking communication tools that are flexible, secure, AI-enabled, and built for a modern, mobile workforce. Today, we're excited to announce a major enhancement to our portfolio: **CTS is now recognized as a Zoom Reseller Partner**.

This collaboration marks an important new chapter - bringing together the global strength of Zoom's collaboration suite with CTS's 40+ years of trusted, local expertise. It strengthens our mission to deliver **Simple, Secure, AI-Ready Communications** for organizations of all sizes.

## Why Zoom? Why Now?

Zoom has grown far beyond its roots as a video meetings app. Today, it is an AI-first, open work platform, designed for organizations that need frictionless communication, flexible work environments, and powerful AI-driven tools.

As businesses transition from legacy systems and embrace hybrid work, we've seen clear needs emerge:

- AI that enables you to do what you've always done... only better
- Unified tools rather than paying the "toggle tax".
- Reliable cloud calling that scales effortlessly
- Collaboration platforms that "just work"
- Mobile-ready workflows

Zoom helps solve these challenges with a platform built for speed, simplicity, and modern work - making it an ideal fit for many CTS customers across professional services, manufacturing, education, government, and healthcare.

## What Zoom Brings to CTS Customers

Zoom's platform delivers a wide range of capabilities, packaged with the simplicity and reliability that organizations love:

- **Zoom Phone** – A flexible, cloud-based phone system with powerful mobility
- **Zoom Meetings & Rooms** – Seamless collaboration for hybrid and distributed teams
- **Zoom Webinars & Events** – Professional, large-scale communication without complexity
- **Zoom AI Companion** – Smart summaries, transcription, action items, and insights that boost productivity

These features, combined with Zoom's intuitive design, make it one of the most accessible and powerful collaboration suites available today.

### **What CTS Brings to Zoom**

While Zoom provides the platform, **CTS delivers the expertise.**

For more than 40 years, CTS has been the trusted communications partner for organizations across the Mid-Atlantic. Customers rely on us not just to deploy technology - but to make sure it works in real-world environments.

As a Zoom Business Partner, CTS provides:

- Local onboarding, configuration, and design support
- Network readiness assessments to ensure optimal performance
- Seamless migration from legacy or hybrid systems
- Hands-on user training for staff and supervisors
- Integration with IT, cabling, surveillance, and existing workflows
- 24/7 Mid-Atlantic based support for long-term reliability

When organizations choose Zoom through CTS, they get more than software - they get a local partner invested in their success.

### **Why This Collaboration Partnership Matters for Local Businesses**

Our customers deserve flexibility and choice. By adding Zoom to our portfolio - alongside RingCentral and Mitel - we can match each organization with the platform that best fits their needs, whether they are:

- Moving fully to the cloud
- Transitioning from hybrid systems
- Expanding collaboration across locations
- Embracing AI to improve productivity
- Supporting a distributed or mobile workforce

With CTS, businesses receive the same consistent experience across all platforms: Simple, Secure, AI-Ready Communications delivered by a local team who knows their environment inside and out.

### **The Future of Collaboration, Delivered Locally**

The CTS + Zoom relationship brings together world-class technology with trusted local service, giving organizations a powerful new way to collaborate, communicate, and compete.

Whether you're upgrading a legacy system, planning for hybrid work, or simply looking to improve collaboration across your organization, CTS is ready to guide you through every step.

### **Ready to Explore Zoom for Your Organization?**

**Contact CTS today** to schedule a discovery call or request a Zoom demo.

Together, we'll help you build a communication system that's simple, secure, and ready for the future.