



Sean Hogan
President

Hogan Technology Delivers Cloud Video Conferencing to its Customers

*Leader in Unified Communications
Brings Powerful Productivity &
Collaboration Tool to Customers*

EASTHAMPTON, MA – April 22, 2014 - Hogan Technology a leading provider of unified communications, announced today that the company will now provide cloud video conferencing solutions to its customers. Hogan Technology cloud video conferencing technology enables end users to cost effectively collaborate via video with standard HD conference room systems, desktops/laptops, web browsers, tablets and smartphones. The interoperable cloud video service requires zero hardware and is very easy to use. Cloud video conferencing offered by Hogan Technology will improve productivity within an organization and enhance collaboration like never before.

In simple terms, cloud video conferencing allows users to communicate face-to-face without travelling anywhere. With applications spread throughout all industries, video conferencing has been shown to dramatically increase performance for individuals who perform any tasks associated with relationship building, customer service, consultative sales, education,

technical assistance, training and more. This is driven by the fact that video conferencing allows individuals to interact as if they were in the same room. Individuals retain significantly more information when verbal communication is combined with visual cues. Thus, video conferencing takes a traditional phone call to an entirely new level and is just as easy to initiate. Traditional video conferencing is very expensive and prohibitive for most small and mid-sized companies. Cloud video conferencing, on the other hand, has caused a paradigm shift making this type of communications tool affordable for any business regardless of size. Plus, Hogan Technology solution is interoperable with traditional video conference room systems so if larger companies that have already made a significant investment in hardware can still reap the rewards of reduced utilization costs by connecting it to the cloud.

“Video conferencing has been available for a while but being able to do so from ‘the cloud’ has opened up the floodgates of opportunity,” stated Sean Hogan, President of Hogan Technology. “The costs for this caliber of communications technology was previously and exclusively

available for large enterprises, but now every small to mid-sized business, organization or institution can benefit from it. We see this technology radically changing the way we interact because it is based on a very simple premise – there’s no better way to communicate than by looking someone into the eye and expressing your ideas. People who try it once, instantly see how powerful it is, and we are thrilled to see how businesses leverage this tool to gain a leg up on their competitors and increase their profitability.”

ABOUT HOGAN TECHNOLOGY

Hogan Technology is a business technology company that specializes in increasing customer profitability and efficiency through the use of technology. Hogan Technology is operated out of Easthampton, MA and employs staff, engineers and technicians throughout the region. Hogan is a locally owned company led by Andrew Hogan, RCDD and Sean Hogan. The company has been in operation for over 25 years. For more information, please call 800.929.5201 or visit www.TeamHogan.com.