



News Release

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Startel, Professional Teledata and Alston Tascom Unveil New Unified Brand; Revamp Website

Irvine, CA - May 8, 2018 - [Startel, Professional Teledata and Alston Tascom](#), leading providers of contact center solutions, recently revealed their new unified brand to users of all three of the companies' software platforms at their first combined user group conference in Denver, Colorado.

The new branding follows the 2015 merger of Startel and Professional Teledata, two pioneers in developing solutions for telephone answering services and call centers. In September 2017, Alston Tascom merged with Startel and Professional Teledata to further expand the companies' product offerings, broaden markets and enhance technical resources and expertise.

The new brand is visually represented by uniting all three company logos, and includes the addition of "Powered by Startel" to the Professional Teledata and Alston Tascom logos.

In conjunction with the new visual branding, content previously found on the three separate company websites is now located on a revamped and unified site, startel.com. The website includes all company product information, a timeline of the combined company history, an overview of the three user groups, and a newsroom of compiled press releases and news features.

The website also includes access to a new self-service customer portal called [The Customer Spot](#), allowing clients of all three companies to open and track cases, access a knowledge base of product information, order co-branded marketing resources, and more.

"We were thrilled to reveal the new branding to our clients at our first ever combined user group conference," said Startel, Professional Teledata and Alston Tascom President and CEO, Brian Stewart. "We have been making great strides working together as a unified company to enhance the user experience and improve our product offerings and services. This new look will go a long way to reinforce and communicate our efforts."

About Startel, Professional Teledata and Alston Tascom

Startel, Professional Teledata and Alston Tascom are leading providers of unified communications, business process automation, and performance management solutions and services. With a combined 90+ years of experience, the companies have established a loyal customer base in healthcare, contact centers

and a dozen additional industries. Startel, Professional Teledata, and Alston Tascom leverage their unique solutions and industry knowledge to empower organizations to improve agent productivity, reduce operating costs and increase revenues. For more information, call 949.863.8776 or visit www.startel.com.

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