

Third Generation Merges with Ascenda & ATI.

Third Generation, the mid-Atlantic regional leader for on-premise & cloud phone system deployment & support, has merged with Ascenda & ATI, under the Ascenda name; strengthening presence in the enterprise customer experience technology global market.



Pittsburgh, Pennsylvania Oct 3, 2022 ([Issuewire.com](https://www.issuewire.com)) - Third Generation, the provider of award-winning Voice communication systems and Data networking solutions for businesses in the Pittsburgh and Tri-State region, has joined forces with Ascenda, and ATI, (Chicago, IL) to provide a nationwide footprint of total experience-based technologies, without sacrificing any of their local mid-Atlantic support. Third Generation together with Ascenda & ATI has elected to rebrand under the Ascenda name. The official announcement was made at their headquarters in Bridgeville, PA at 8 am EDT. The move to merge with Ascenda & ATI first started in July of 2022. The process took 60 days and the deal was signed today, October 3, 2022.

“Merging teams with ATI & Third Generation was a no-brainer,” said Jonathon Shaver, Senior Managing Director, Ascenda. “They’ve implemented, and supported thousands of customers over the past 40 years with the latest communication technology, and will be great assets in providing a white-glove approach to our SMB & Enterprise clients.”

Our current & prospective clients will now be able to take advantage of Ascenda's proven strategic consultative approach to re-invent your business as an intelligent enterprise through analyzing your customer's journey, and aligning the appropriate technology and methodologies to succeed.

Third Generation’s current team will all still be working under the Ascenda umbrella, with no lapse in the Total Customer Care support they have provided since 1983.

“We’re excited to begin our next chapter with Ascenda, being able to offer our customers access to leading technology, while also continuing to provide the local support we have for the past 40 years,” said Mike Ray, COO, Third Generation.

About Third Generation

Based in Bridgeville, PA, and serving the greater Mid-Atlantic region and beyond, Third Generation brings innovation, intelligence, and deep industry experience together with leading technologies from our ecosystem of partners to help you re-invent your business as an intelligent enterprise.

About Ascenda

Ascenda® is a globally recognized total experience thought leader for organizations of all sizes. Our speed of innovation ensures that businesses can transform how they work together with customers and employees while also exceeding key business metrics. Ascenda’s focus is to empower your business with customer experience technologies through solution engineering, superior implementation, and agile support. Since 1983 more than 4,000 companies in over 10 countries have trusted Ascenda to accelerate business outcomes through innovative processes and technologies.

About ATI

For 40 years ATI has offered a full portfolio of services to transform how you design & deploy Unified Communications on-premise and in the cloud. We provide cradle-to-grave support for our clients through scalable platforms with streamlined migration paths thus delivering total investment protection for the life of your onsite or cloud solution.

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