

Appia Communications Ranked Among Top 100 Cloud Services Providers

5th Annual Talkin' Cloud 100 Report Identifies World's Top Cloud Computing Companies in the IT Channel

September 3, 2015: Appia Communications, a global provider of Cloud-based communication and networking services, ranks among the world's Top 100 Cloud Service Providers (CSPs), according to Penton's fifth-annual Talkin' Cloud 100 report. The Top 100 CSPs generated more than \$30 billion in combined cloud services revenues in 2014, up nearly 29 percent over what they reported the previous year. The full report is available now by visiting <http://www.talkincloud.com/tc100>.

In addition to honoring Appia Communications, this year's Talkin' Cloud 100 report profiles:

- **Cloud Services Providers:** CSPs offer SaaS (software as a service), infrastructure as a service (IaaS) and/or PaaS (platform as a service) to partners/customers.
- **Cloud Services Brokerages:** CSBs, or cloud brokers, recommend and resell multiple cloud services to customers, and often integrate those services.
- **Cloud Services Aggregators:** CSAs, or cloud aggregators, typically offer a portal that allows VARs and MSPs to source multiple third-party cloud services for customers.
- **MSPs (Managed Service Providers) with cloud services expertise:** MSPs proactively monitor and manage customers' on-premises and cloud-based systems.
- **VARs (value-added resellers) with cloud services expertise:** VARs offer a range of IT consulting, deployment, integration and management services to customers.

"We are very excited to be included in the Penton Talkin' Cloud 100 list this year," said Victor von Schlegell, Appia's CEO. "For the past 15 years, our goal has been to be the leading provider of Cloud services for companies and organizations, regardless of size or industry. We do so by offering our partners and customers technology that can change their businesses and support that ensures that they are always up and running."

The Talkin' Cloud 100 list is based on data from Talkin' Cloud's online survey, conducted January through May 2015. The Talkin' Cloud 100 list recognizes top cloud service providers based on such metrics as annual cloud services revenue growth (both in actual dollars and in percentage growth rates), and input from Penton Technology's Channel editors.

"On behalf of Penton and Talkin' Cloud, I would like to congratulate Appia Communications for its recognition as a Talkin' Cloud 100 honoree," said Nicole Henderson, Editor in Chief, Talkin' Cloud. "The industry is changing at a rapid pace

and the Talkin' Cloud 100 companies consistently demonstrate an agility and flexibility that sets them apart. They do so with innovation, via strategic partnerships, and through their commitment to providing superior customer experiences.”

Talkin' Cloud, produced by Penton, is the go-to resource for CSPs, VARs and MSPs profiting from cloud computing. Talkin' Cloud features news, research, Channel Expert Hour Webcasts, FastChat videos and more. It is the first online media destination for channel partners working in the cloud.

About Appia Communications

Appia Communications is a leading provider of Cloud-based communication and networking services. Appia's solutions enable customers to reduce capital spending and operating costs, with enhanced productivity and customer care.

Headquartered in Traverse City, Michigan, we have operations in Chicago, Dallas, Detroit, Indianapolis, Los Angeles, New York, St. Louis, and Ashburn, VA. Appia's customers represent every major industry vertical, range from 20 to more than 60,000 employees, and are located across the U.S. and Europe.

Appia has been recognized as one of the world's Top 100 Cloud Service Providers by Penton and the Talkin' Cloud 100.

For more information, visit www.appiaservices.com or call 877.277.4297.

About Penton's channel brands

Penton's channel brands (www.penton.com), define emerging IT markets and disrupt established IT markets. The brands' channel-centric online communities include MSPmentor (www.MSPmentor.net), The VAR Guy (www.TheVARguy.com), Talkin' Cloud (www.TalkinCloud.com) and the WHIR (<http://www.thewhir.com>).

About Penton

Penton drives performance for more than eighteen million professionals each and every day. They rely on us to deliver: Insights, information, data & workflow tools to inform critical business decisions; networking & community to engage them with industry peers & partners; and marketing services to advance their business performance & deliver ROI.

Penton is a growth company with a track-record of strong performance and success and is backed by its co-owners: MidOcean Partners and U.S. Equity Partners II, an investment fund sponsored by Wasserstein & Co., LP.

For additional information on the company and its businesses, visit www.penton.com.

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