

## **Appia Introduces a Better Trading Turret: Your IP Phone | Appia brings automatic ringdown functionality to an ordinary IP phone.**

TRAVERSE CITY, Mich. – October 28, 2009 – For financial traders, a delay of only a few moments can literally mean the difference between profit and loss.

While both voice and data are important on the trading floor, voice still remains the prime driver. Trading professionals rely on specially configured, private "ringdown" phone circuits for instant, automatic connectivity: when one line is picked up, the phone on the other end rings immediately.

To coordinate these private ringdown hotlines, many firms also invest heavily in trading turrets, which are expensive amalgamations of monitors, phone lines, and other hardware that help managers oversee several traders at once.

Appia Communications today introduced a much more affordable way for traders to achieve the same phone functionality and get one-button access to dozens of crucial contacts.

Appia can give an ordinary IP phone the same instant connection capabilities as a turret. Additional extensions can be added with "sidecar" attachments to the phone, and each button on a sidecar can be assigned to a different ringdown, giving fund managers all the flexibility and speed they need, but at significantly lower cost.

"It's another example of how IP technology can combine cost savings with operational improvements," said Jason Ulm, Appia's vice president of sales. "Whether your fund is starting up, expanding, or just needs a new phone system, this is an affordable, easily scalable way to tailor your phones to the unique demands of fund management." For more information on how Appia's managed services can help financial firms, please contact Jason Ulm at 800-877-2224 or [jason@appiaservices.com](mailto:jason@appiaservices.com).

### **About Appia Communications**

Appia Communications is a leading provider of communication and networking services, enabling small and midsize companies and organizations to benefit from



Internet Protocol (IP) technology for far less than the cost of an in-house implementation. Appia's managed solutions help customers reduce costs, enhance employee productivity, improve customer care, and compete more effectively against much larger enterprises.

Headquartered in Traverse City, Michigan, Appia has operations in Chicago, Detroit, Houston, Indianapolis, Los Angeles, New York, Philadelphia and St. Louis. Appia has been recognized as one of America's fastest-growing private companies (Inc., 2007, 2008 and 2009), one of the fastest-growing solution providers in the technology industry (CRN, 2009), and one of the top five managed service providers in the world (MSPmentor, 2008-09).

For more information, please visit [www.appiaservices.com](http://www.appiaservices.com) or call 877-277-4297. Appia is a Cisco Powered Network and holds advanced Cisco unified communications certifications.