

**Appia Featured on Cover of ChannelPro Magazine | February cover story investigates Voice over IP (VoIP) opportunities for channel partners and other technology resellers.**



TRAVERSE CITY, Mich. – February 24, 2010 – Appia

Communications is featured on the February 2010 cover of ChannelPro Magazine for an article on Voice over IP (VoIP).

Appia provides businesses and organizations with managed communication and networking services, including video conferencing and hosted VoIP. This is the first time Appia has been featured on the cover of ChannelPro, a resource for channel partners and other technology professionals who serve the IT needs of small and midsize businesses (SMBs).

Written by Lauren Gibbons Paul, the article features Appia Vice President of Sales Jason Ulm and industry analysts Diane Myers of Infonetics Research, Vanessa Alvarez of Frost & Sullivan, and Deepinder Sahni of AMI-Partners, among others. It concludes that "VoIP opportunities abound" for channel partners and other technology resellers, as sales of VoIP equipment and services have stayed strong even through the recession.

"We saw a lot of growth in this area in 2009," Ulm said. "With a downturn in the economy, people look to technology to allow them to do more with their existing infrastructure. VoIP is an important part of that."

The article says that corporate VoIP adoption rates have reached 50 percent, and managed services continue to play a larger role "as businesses of all sizes are looking to offload anything that is not a core competency."

"We were selling accounts with 20 to 50 phones. Now we are seeing organizations with 200 to 500 phones," Ulm said. "These companies have the staff to manage VoIP systems but they no longer want to do so. They want their staff to focus on ERP (enterprise resource planning) and other issues that impact the bottom line directly." For more information about Appia, including its full suite of communication and networking solutions, partnership opportunities, customer case studies and more, please visit [www.appiaservices.com](http://www.appiaservices.com) or call 877-277-4297.

### **About ChannelPro-SMB**

Produced by EH Publishing, ChannelPro-SMB is an authoritative resource for channel partners who serve the IT needs of small and midsize businesses (SMBs). With perspectives and insights on technology trends and business best practices from across the channel community — including vendors, distributors, analysts, and business experts — ChannelPro-SMB provides resellers, managed service providers, integrators, system builders, and other IT professionals with sound advice to help them serve their clients and run successful businesses.

ChannelPro-SMB reaches an IT community of more than 35,000 through its print offerings and e-newsletters, as well as via [www.ChannelProSMB.com](http://www.ChannelProSMB.com).

### **About Appia Communications**

Appia Communications is a leading provider of managed communication and networking services, with a focus on small and midsize companies and organizations. Appia's solutions help customers minimize capital investments, reduce costs, enhance employee productivity, improve customer care, and compete more effectively against much larger enterprises.

Headquartered in Traverse City, Michigan, Appia serves markets nationwide, with operations in Boston, 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., 2007-09); one of the fastest-growing solution providers in the technology industry (CRN, 2009); and one of the top managed service providers in the world (MSPmentor, 2009-10).

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