

Appia Announces Disaster Recovery Service for SMBs

TRAVERSE CITY, Michigan — June 18, 2007 —Appia Communications, a leading provider of managed IT and telecom services, today announced a disaster recovery service designed specifically for small and mid-sized companies and organizations. The service combines Appia's managed voice services with its data storage and network monitoring solutions to ensure business continuity during a crisis or emergency.

"No matter what size your organization is, a comprehensive disaster plan is essential," said Victor von Schlegell, Appia's president. "The problem for SMBs has been that the disaster recovery solutions that are on the market are expensive and complex." Appia's disaster recovery service helps SMBs overcome these challenges in three ways.

First, it is a planned service. "We create a customized plan for each customer that outlines what will be done in the event of a disaster," said von Schlegell. "The plan is reviewed regularly and kept up to date, so that procedures are clearly defined and everyone knows what to do if a disaster situation arises."

Second, the service is proactive. Customer networks are monitored 24/7/365 by Appia's Network Operations Center. "Most solutions require the customer to recognize and take action when a disaster strikes," continued von Schlegell. "Our service incorporates network monitoring, so we know when a problem occurs before our customers do."

Finally, while most disaster recovery solutions focus on data, Appia's service also includes voice. With Appia's managed voice services, incoming calls can be routed quickly to a back-up location or to mobile or home phones, allowing organizations to maintain vital customer contact should a disaster render their networks unavailable. "Adding voice services is essential," said von Schlegell. "Continuity in voice service allows organizations to keep doing business, regardless of the situation."



For more information about disaster recovery solutions and managed IT and telecom services from Appia Communications, please call 877.277.4297 or visit www.appiaservices.com.

About Appia Communications

Appia Communications is a leading provider of managed IT and telecommunications services. Our mission is to enable small and mid-sized companies and organizations to realize the benefits of Internet Protocol (IP) technology. Our managed solutions help our customers to reduce costs, enhance employee productivity, improve customer care, and allow them to compete more effectively against much larger enterprises.

Headquartered in Traverse City, Michigan, Appia has operations in New York, Chicago, Los Angeles, Detroit, Indianapolis, St. Louis, and other markets in North America and Europe. For more information, please call 877-277-4297 or visit www.appiaservices.com.