

## **New York Blower Saves Big with Hosted VoIP | New case study from Appia Communications demonstrates the possibilities and benefits of IP technology for businesses.**

TRAVERSE CITY, Mich. – August 12, 2009 – Does business VoIP really work? And does it actually save that much time and money? Appia Communications announced a new case study today that answers these questions and more, demonstrating some of the unique possibilities and benefits of IP technology for businesses.

The case study features The New York Blower Company (NYB), a leading manufacturer of industrial fans and blowers for over 100 years. Faced with an expensive replacement of its aging phone system, NYB turned to Appia Partner STRYD Technologies with three basic goals:

- Stop having to revamp or replace its phone system every five years
- Control overall costs
- Find a better way to communicate with mobile supervisors on the factory floor

STRYD suggested a hosted VoIP solution from Appia, but New York Blower was skeptical. It had been monitoring VoIP technology for nearly a decade, and had always been unimpressed.

What would it take? See how an unusual demonstration, a sizeable return on investment, and some surprising additional benefits led NYB to implement a custom Appia solution across all three of its facilities in Illinois and Indiana.

The entire case study can be read and downloaded for free at [www.appiaservices.com](http://www.appiaservices.com).

### **About The New York Blower Company**

The New York Blower Company is an industry leader in manufacturing premium-quality, engineered fans and blowers for the industrial and OEM marketplace. Over 100 years of uncompromised quality, outstanding delivery dependability, and dedication to research and innovation have made New York Blower one of the most

trusted manufacturers of air-moving equipment, and are the reasons why engineers and designers continue to depend on its durable and efficient products.

NYB carries the most complete product portfolio in the business and its products are distributed through an extensive worldwide network of over 300 experienced and knowledgeable representatives. For more information, please visit [www.nyb.com](http://www.nyb.com) or call 800-208-7918.

### **About STRYD Technologies**

STRYD Technologies is an innovative provider of managed communications systems for small and midsize companies, including business-class IP voice, video conferencing and networking services. STRYD tailors scalable, cost-effective and secure communications solutions that increase productivity and provide a competitive edge. Every system that STRYD designs and installs is backed by industry-leading service level assurances and a commitment to superior customer care, which STRYD provides on a 24/7/365 basis. For more information, please visit [www.stryd.net](http://www.stryd.net) or call 877-347-8793.

### **About Appia Communications**

Appia Communications is a leading provider of managed IT and telecommunications 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, Indianapolis, Los Angeles, New York, St. Louis, and other markets in North America and Europe. Appia was named to Inc. magazine's list of America's fastest-growing private companies in 2007, 2008 and 2009, and was named one of the world's Top Five Managed Service Providers on the 2008-09 MSPmentor 100.

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.