

## **Appia Launches Innovative Program for SMBs | "One-Stop" Makes VoIP Easy and Affordable for Small and Midsize Companies and Organizations**

TRAVERSE CITY, MI — June 23, 2008 — Appia Communications Inc., a leading provider of managed IT and telecommunications services, today announced "One-Stop," which provides voice services and Internet access for one price per month and no upfront charges. The program is specifically designed for small and midsize companies and organizations.

"The initial capital outlay for equipment and set-up for any telephony solution, whether VoIP or traditional, is a barrier for many organizations," said Victor von Schlegell, Appia's president. "One-Stop eliminates this barrier, and demonstrates our continued focus on delivering enterprise-class business communications services at small-business prices."

Appia's One-Stop program:

- Provides access to the latest business-class VoIP technology
- Includes telephone and network equipment and support, along with telephone services and Internet access
- Provides an immediate return on investment
- Is an operating expense, rather than a lease

For example, the cost of One-Stop for a 20 person office would average a little over \$60 per user per month, which includes a Cisco 7941 phone, 500 minutes of local and long distance calling, voicemail, and T1 access to the Internet. The price also includes an all-Cisco equipment refresh, with a new router, a power-over-Ethernet switch, and an Adaptive Security Appliance. After taxes, the cost is likely to be much lower, since the program would be treated as an operating expense.

"The use of VoIP is producing significant benefits for large organizations," continued von Schlegell. "One-Stop makes it possible for smaller organizations to reap those same benefits, which is a step toward leveling the playing field."



### **About Appia Communications**

Appia Communications is a leading provider of managed IT and telecommunications services. Our mission is to enable small and midsize companies and organizations to realize the benefits of Internet Protocol (IP) technology. 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 New York, Chicago, Los Angeles, Detroit, Indianapolis, St. Louis, Boston, and other markets in North America and Europe. 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 communications certifications.