

## **Appia and Terrapin Solutions Release Case Study on Cloud Services| In dark days for auto retailers, a savvy Texas dealership makes its own silver lining with cloud technologies.**

TRAVERSE CITY, Mich. – May 5, 2010 – Terrapin Solutions and Appia Communications released a new case study today demonstrating how cloud-based computing, communication and networking services can give businesses a competitive advantage.

The study features Texan Hyundai, an automobile dealership based in the Houston suburb of Rosenberg, Texas. The management team was well-versed at launching new dealerships, but preparing to open Texan Hyundai during one of the worst automobile markets in history made the stakes higher than ever.

"Before they could start selling cars, they needed a new phone system, new carrier and Internet services, all of the computing and data infrastructure, and an IT staff to manage it all," said Andrew Pryfogle, CEO of Terrapin Solutions. "Past experience told them how expensive and time-consuming that would be, and they were looking for a better, cheaper, faster way to open the new store."

To speed deployment and cut costs, Texan Hyundai chose a combination of remotely managed IT and communication services from Terrapin, Appia and Virtual-Q. Plugging in to these "cloud" services dramatically decreased Texan Hyundai's capital expenses and time to deployment, while at the same time giving its staff more control, performance and features.

"These types of new technology — hosted VoIP, software as a service (SaaS), virtual desktops and cloud computing — could help change the future of new car dealerships," said Terry Luker, general manager of Texan Hyundai.

The entire study can be read and downloaded for free from Appia's case study library.

### **About Terrapin Solutions**

Terrapin Solutions is the go-to master agency for "cloud" technology services, including Cloud Telephony (hosted VoIP, SIP trunking, and call centers), Cloud



Computing (desktop/server virtualization), and Managed Cloud Services (outsourced IT/help desk services).

Terrapin's management team has over 75 years of combined experience in telecommunications and computer technology. By forging relationships with best-of-breed service providers, Terrapin is able to customize solutions that solve real problems for real business customers. Terrapin and its agent community are literally changing the way business gets done, one satisfied customer at a time.

For more information, please visit [www.terrapin-solutions.com](http://www.terrapin-solutions.com) or call 925-271-8338.

### **About Appia Communications**

Appia Communications is a leading provider of remotely 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, San Francisco 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). Appia has also been named one of the 2010 Michigan 50 Companies to Watch by the Edward Lowe Foundation.

For more information, please visit [www.appiaservices.com](http://www.appiaservices.com) or call 877-277-4297.