

## Continuity in Voice Communications is Essential to Disaster Recovery Planning

TRAVERSE CITY, Michigan — August 2, 2007 — Most organizations focus on data when preparing a disaster recovery plan. Protecting data is certainly important, but it is equally important to maintain contact with customers, vendors and staff when disaster strikes.

Appia's disaster recovery solution enables organizations to maintain this vital contact. "Adding voice services is essential," said Victor von Schlegell, Appia's president. "Our voice solutions provide organizations with the ability to keep doing business, regardless of the situation."

Calls come into Appia's operations centers, which are located in secure, telco-grade facilities. The calls are then routed over a dedicated connection between Appia and a customer's office. If an outage or emergency takes the customer's office offline, calls are rerouted to an alternate location or to mobile phones, according to the customer's disaster recovery plan. Calls can also be routed to home phones in the event of a weather-related outage.

Appia offers two other services that complete the disaster recovery program. Appia's StoreRestore service is an offsite data storage and recovery service that enables organizations to recover lost data in minutes. With Appia's WANCare service, customer networks are monitored 24/7/365. In the event of an outage, Appia NOC technicians are notified immediately and manage the outage to resolution. 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](http://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](http://www.appiaservices.com).