

Appia's Phone Services Make a Difference for Nonprofit Agency | Nonprofits face unprecedented challenges in the current economy. A new case study shows how the United Cerebral Palsy Association of Greater Indiana cut costs and improved operations with Appia's hosted VoIP services.

TRAVERSE CITY, Mich. – December 23, 2009 – Appia Communications released a new case study today demonstrating how its communication and networking services can benefit nonprofit agencies of all sizes.

The study features the United Cerebral Palsy Association of Greater Indiana (UCPAGI), which provides support and services to people with cerebral palsy and their families. With only two full-time staff members, UCPAGI serves about 10,000 clients spread throughout all of Indiana's 92 counties. The agency averages over 40 new clients each month and responds to nearly 2,000 requests each year.

"Especially in today's economy, nonprofit agencies need to find ways stretch their resources," said Jason Ulm, Appia's vice president of sales. "Appia has helped many nonprofits reduce operating expenses and free up funds to support their core missions."

When a change in funding led to a review of all of UCPAGI's operational expenses, the phone bill stood out.

"I said, 'We can't just keep paying this,'" recalled Donna Roberts, UCPAGI's executive director. "Something had to change for the better."

With Appia's hosted VoIP phone service, UCPAGI was able to cut its phone bill, even while adding advanced new features such as electronic faxing and voicemail-to-email. "I wish we had found Appia three years ago," Roberts said. "With features like voicemail-to-email, (the Appia system) really is portable in the best sense of the word. It has been a godsend to me."

With no in-house tech team of her own, Roberts also appreciates that Appia's services are easy to use and backed by free 24/7 support.

"I'm the least technical person in the world," Roberts said. "A lot of companies talk about customer service and don't mean a word of it. Appia understands there's a person on the other end of the phone."

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

About the United Cerebral Palsy Association of Greater Indiana

Founded in 1953, the United Cerebral Palsy Association of Greater Indiana (UCPAGI) provides support and services to children and adults with cerebral palsy and their families.

UCPAGI delivers information, advocacy, and financial assistance to about 10,000 clients spread throughout all of Indiana's 92 counties. The agency averages over 40 new clients each month and responds to nearly 2,000 requests each year. UCPAGI does not charge any fees to the clients it serves, and it does not receive any federal, state or local government funding.

For more information about UCPAGI, its services, or how you can help support its mission, please call 317-632-3561 or visit www.ucpindy.org.

About Appia Communications

Appia Communications is a leading provider of 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 and St. Louis.

Appia has been recognized as one of America's fastest-growing private companies (Inc., 2007, 2008 and 2009); one of the fastest-growing solution providers in the



technology industry (CRN, 2009); and one of the top five managed service providers in the world (MSPmentor, 2008-09).

For more information, please visit www.appiaservices.com or call 877-277-4297. Appia is a Cisco Powered Network and holds various advanced Cisco certifications.