

The Four Ways to Save Video Conferencing | It's a killer app, but if your organization fails to take four key factors into account, your efforts could be dead on arrival.

TRAVERSE CITY, Mich. – July 22, 2009 – Appia Communications has released a new guide stressing four critical factors that companies and organizations must consider before implementing video communication.

The benefits of video communication are well documented. If the price is right, users enjoy a rapid return on their investment in both hard and soft cost savings, from reduced travel and more productive employees to reduced carbon emissions.

Once only feasible for the largest global corporations, today's managed video services have extended these benefits to small and midsize organizations, combining flexibility and low cost with business-quality video, audio, and collaboration tools.

But according to Appia, the benefits of video communication won't be realized by any organization until four key factors are taken into account.

"Simply put, if the experience is poor, people will not use it," said Victor von Schlegell, Appia's president. "When that happens — and it all too often does — the investment made in video is wasted and, more importantly, its benefits are not realized."

"The Four Ways to Save Video Conferencing" can be read and downloaded for free at www.appiaservices.com/pages/white-papers/.

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 Boston, 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 both 2007 and 2008, and was named one of the world's Top Five Managed Service Providers on the 2008-2009 MSPmentor 100.

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