

## Lower the Cost of a CallManager Deployment with Appia's TotalConnect

TRAVERSE CITY, MI – May 20, 2008 - Appia Communications, Inc., a leading provider of managed IT and telecom services, has developed a service that lowers the costs of owning a Cisco CallManager. The service, called TotalConnect, makes it possible for small to mid-sized companies and organizations to use Cisco's enterprise-class telecommunications platform.

TotalConnect consists of one or more connections between a customer's premises and a secure, telco-grade Appia operations center. The connections are used to deliver voice and video services and Internet access.

TotalConnect lowers capital investment by eliminating the need to purchase a gateway, which is the equipment required to connect the CallManager to local and long distance voice providers.

TotalConnect also lowers monthly costs. TotalConnect requires a single connection to Appia, as opposed to at least one for voice and one for Internet access. Since Appia buys network services in bulk from major providers, Appia is able to offer much lower rates than organizations can negotiate on their own. Appia also offers lower calling rates than most other providers.

In addition, unlike local voice providers, Appia can provide telephone numbers from most U.S. cities. This makes it possible for a company to establish a "virtual presence" almost anywhere.

TotalConnect makes it easier to own and operate a CallManager installation because there is only one vendor to call, instead of three or four. Appia provides support for all of its services through its 24/7/365 network operations center.

TotalConnect also includes access to Appia's voice disaster recovery options. By locating a Cisco CallManager server at Appia's Point of Presence (PoP), services continue even if a customer's physical location becomes unavailable. Calls can be



rerouted by Appia to phones at alternate locations, or to home or mobile phones, according to a customer's disaster recovery plan. By locating Unity Voicemail servers at Appia's PoP, the auto-attendant continues to function if a customer's site goes down. There is no interruption in the ability of customers and suppliers to make contact. Finally, it is possible to locate the entire CallManager cluster at Appia's PoP. The power, HVAC, security, and fire suppression capabilities at these PoPs far exceeds what most organizations can afford.

For organizations concerned about managing another complex software platform, Appia can configure the CallManager, Unity, and other servers, and manage the installation once deployed.

### **About Appia Communications**

Appia Communications is a leading provider of managed IT and telecommunications services, whose mission is to enable small and mid-sized 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.