

Speed, Flexibility of Deployments Spurring Hosted VoIP and other Managed Services | The relative ease of a managed service deployment becomes even more attractive when time is of the essence.

TRAVERSE CITY, Mich. – May 20, 2010 – Appia Communications reported today that compressed time frames and tight budgets have encouraged more companies and organizations to consider hosted VoIP and other remotely-managed services to replace onsite equipment.

Appia, a leading provider of managed communication and network services, said it is experiencing a surge in projects that have been squeezed for time and money by the still-recovering economy.



"The down economy put a lot of projects on hold, but many companies can no longer afford to wait," said Jason Ulm, Appia's vice president of sales. "Some have had to move offices on short notice. For others, old equipment got older and started to fail. At the same time, equipment manufacturers are still ramping up operations, resulting in product shortages, supply chain issues and much longer lead times. When your phone system suddenly dies, 'backorder' is not a word you want to hear."

Ulm said that the speed and flexibility of hosted deployments have always been strengths, but they've taken on new importance in the current environment. He pointed to some current Appia customers as examples.

"In one case, we helped a retail operation cut capital expenditures by over \$200,000 and move into a new store three full weeks sooner than with a traditional build-out," Ulm said. "In another, when a voicemail system crashed, we installed a new hosted



system and VoIP service for 120 phones before the old equipment vendor could even provide a quote. Hosted deployments are far and away the fastest out there." For more information about Appia, including its full suite of communication and network services, partnership opportunities, customer case studies and more, please visit www.appiaservices.com or call 877-277-4297.

About Appia Communications

Appia Communications is a leading provider of managed communication and network 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.

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