



FOR IMMEDIATE RELEASE

Skincare Testing and Marketing Company Moves from Open Source VoIP to Hosted Unified Communications

CuDerm Corporation selects Cypress Communications' C4 IP hosted unified communications solution for its ease of use, cost advantages and expansive feature set.

Atlanta – February 18, 2010 – Cypress Communications® adds another company to its already robust lineup of hosted unified communications customers. CuDerm Corporation, a skincare testing and marketing firm with employees who work onsite as well as remotely, transitioned from a well-known open source VoIP platform to Cypress' [C4 IP® hosted unified communications](#) solution. C4 IP was selected for its ease of use, cost advantages and expansive feature set.

"Our number one priority is to communicate effectively with our customers and vendors, and C4 IP helps us achieve that goal far better than our previous solution," said John DeRudder, vice president at CuDerm Corporation. "The open source platform we were using before C4 IP took a lot of time to manage and placed too much of a burden on our internal resources. We were sold on the idea of open source because of what we could supposedly do with it, but it proved to be too difficult. We had to hire a third-party contractor to set it up, and then we had to hire a consultant to come back in and fix issues with the original setup. Even after all of that, the quality of the service was average at best."

Ultimately, CuDerm opted to overhaul the way their employees connect and communicate. The company evaluated six providers and selected Cypress' C4 IP hosted unified communications solution.

"C4 IP is far superior to anything we used previously," DeRudder continued. "What stood out about C4 IP was the solution's ease of use and cost, as well as Cypress' reputation as a service provider. The hosted delivery model, where Cypress manages everything, was much more appealing than what we had before. There is immense value in being able to pick up the phone when we have a question or issue and knowing that Cypress will take care of it."

C4 IP comes complete with an array of capabilities, but the features that have the biggest impact on CuDerm's operations are the [audio conferencing](#), [unified messaging](#), [call routing](#) and soft phones.

"We now have the capabilities to hold conference calls and have people dial-in on an 800 number, which is much more professional than what we had before. The unified messaging feature is essential because it enables us to receive voicemails as email attachments that we can listen to from anywhere. Our sales personnel use the call routing feature, which is a huge time saver because they can route calls to multiple locations and devices. For our offsite employees, the soft client allows them to make and receive calls from their laptops and still be a part of the enterprise," DeRudder said.

Frank Grillo, executive vice president of marketing and customer support at Cypress Communications, added, "The prospect of open source technologies can be enticing, but the amount of technical expertise required, extensive capital investments and intricate integration creates complexities that can render them unfeasible for many of today's small-to-medium enterprises (SMEs). As a hosted solution, C4 IP comes complete with all of the hardware and software required, along with a knowledgeable provider to manage the

solution from the network to the phone on each desk. Companies like CuDerm can focus on their core competencies while we provide a top-notch communications experience.”

Named for its ability to help SMEs connect, communicate, collaborate and continue[®], C4 IP is a hosted VoIP and hosted unified communications solution that is managed from Cypress' private network cloud to the phone on each desk. It comes complete with voice and data connectivity, IP phones, soft phones, unified messaging and an array of advanced functionality such as chat, presence, file and desktop sharing, desktop video as well as audio, video and Web conferencing.

About CuDerm Corporation

Over the past 20 years CuDerm has developed a unique line of inexpensive, compact, and easy-to-use skin testers. From universities and hospitals to R&D labs of top cosmetic and skin care companies, CuDerm's testers are the established standard for skin assessment. SEBUTAPE[®], D-SQUAME[®] and REPLICA[™] help your customer to determine their skin's oiliness, dryness and texture. For more information, visit www.cuderm.com.

About Cypress Communications

For over 25 years, Cypress Communications has been helping small-to-medium enterprises (SMEs) connect, communicate, collaborate and continue[®] with a range of fully hosted and managed voice, data and Internet solutions. Beginning in 2006, Cypress revolutionized the communications industry with its hosted VoIP and hosted unified communications solution, C4 IP, making it easy for SMEs to take advantage of productivity-enhancing technology such as integrated audio and web conferencing, multimedia collaboration tools, presence, chat, Microsoft[®] [Outlook integration](#), and more. As a Deloitte Fast 50 and Fast 500 award recipient, Cypress is recognized as one of the fastest growing telecommunication companies in North America. In 2008, the company was also named one of Atlanta's Best Places to Work. Cypress has won a total of 24 awards for excellence and product innovation to date. The company's web address is www.cypresscom.net.

To learn more about hosted unified communications, visit the company's UC 360 blog at <http://blog.tmcnet.com/uc-360>.

For more information, contact:

Heather Whitt Roberts
Cypress Communications
404-442-0034
hwhitt@cypresscom.net

© 2006-2010 Cypress Communications, Inc. The Cypress Communications logo is a registered service mark of Cypress Communications, Inc. C4 IP and Connect. Communicate. Collaborate and Continue are registered trademarks of Cypress Communications. All other marks used herein are the property of their respective owners.

—end—