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Cypress Communications Delivers Unified Communications as a Service to Global Logistics and Transportation Provider, BDP International

BDP International benefits from cloud-based communications for greater operational efficiency, cost savings and fortified business continuity.

Atlanta, Philadelphia, October 4, 2011 — Cypress Communications announced today that BDP International has selected the Cypress flagship Unified Communications as a Service (UCaaS) solution, C4 IP[®], to connect its U.S. employees, helping them to communicate and collaborate more efficiently. BDP expects greater operational efficiency and lower communication costs with C4 IP. As a cloud-based solution, C4 IP also helps BDP fortify their business continuity strategy and design.

“Our customers expect us to deliver. When they call, they want a live voice on the line, so replacing our communications system is not something we take lightly,” said Richard J. Bolte, Jr., president & ceo of BDP International. “It was imperative that we find a partner who not only believed in the importance and value of quality customer care, but could also deliver the innovative technology needed to support our vision of growth. We spent a year investigating companies and solutions and selected Cypress because, to put it simply, Cypress was the most capable company and their offering was more feature-rich than any of the competitive offerings,” he added.

BDP was looking to save on hard costs and to streamline their operations by consolidating all of the communications into a single, managed solution. Not only would this free IT staff to focus on other corporate initiatives, but the accounting staff would realize efficiencies by taking nearly a hundred separate phone bills down to one. BDP also wanted a solution that was powerful enough to support a global enterprise, yet flexible enough that each location could be configured uniquely if necessary.

“All in all, the Cypress C4 IP solution is a perfect fit. C4 IP allows us to scale as we grow and Cypress has the capability to support our communications internationally, something that is vital to our growth. Plus, C4 IP is complementary to our communication infrastructure and business continuity strategy. Not to mention that Cypress developed a custom training program for our employees, a real solution differentiator,” Bolte added.

“In today’s world, business continuity is essential, and BDP gets that. With a robust business continuity strategy already in place, it just made good sense to integrate C4 IP into their initiatives so that their communications can adapt to any situation, be it as simple as a power outage or as threatening as a hurricane. Should a problem happen, BDP can immediately reroute communications at a regional, local and even employee level so that their customers have expert care at all times. It’s a pleasure to work with a company that takes technology innovation as seriously as we do in order to deliver the best experience to their customers each and every day,” said Frank Grillo, executive vice president of applications, implementation & support at Cypress.

C4 IP is a hosted unified communications solution that enables small-to-medium enterprises (SMEs) to connect, communicate, collaborate and continue[®]. C4 IP delivers voice and data services and a powerful suite of collaboration tools that include Microsoft[®] Outlook integration, unified messaging, real-time presence, file and desktop sharing, chat, and audio, video, and web conferencing. Broadvox manages the solution from its expansive IP network down to the phone on each user's desk. There's no equipment to buy, so firms can implement the solution with no upfront capital investment. C4 IP users get everything—from technical expertise to all the equipment they need—for a single monthly cost. And with C4 IP's scalability, customers only pay for what they need and can scale services as business needs change.

About BDP International

With annual revenues of approximately \$1.9 billion, BDP International is one of the leading privately held freight logistics and transportation management firms based in the U.S. It operates freight logistics centers in more than 20 cities throughout North America and a network of subsidiaries, joint ventures and strategic partnerships in more than 120 countries. The company serves more than 4,000 customers worldwide. Clients include Bayer, Dow, DuPont, Heineken USA, Honeywell, Johnson & Johnson, Mark & Spencer, Revlon, Trek Bicycle, among others. BDP provides a range of services, including ocean, air and ground transportation; lead logistics process analysis, design and management; export freight forwarding; import customs brokerage and regulatory compliance; project and energy logistics; warehousing/consolidation/ distribution; and Internet shipping transaction/tracking management systems. (www.bdpinternational.com.)

About Cypress (A Broadvox Company)

Broadvox is a worldwide leader in providing integrated managed VoIP services and hosted Unified Communications to SMB, Enterprise, and carrier customers. It has deployed one of the largest, full-featured, global VoIP networks, and is trusted by more than 300 telecommunications carriers, ASPs, ISPs, and over 10,000 businesses to transport more than 15 billion minutes of voice, data and video traffic annually. The Network Operations Centers, operating 24x7, provide the reliability, security, and quality of service necessary for the world's most discriminating customers. Broadvox offers SIP Trunking, SIP origination and termination services, and award winning hosted Unified Communications solutions, including broadband and virtual PBX provisioning. Beginning in 2006, Cypress revolutionized the communications industry with its hosted VoIP and hosted Unified Communications solution, C4 IP[®], offering productivity-enhancing technology such as integrated audio and web conferencing, multimedia collaboration tools, presence, chat, Microsoft Outlook integration, and more. C4 IP has received numerous awards and accolades for excellence and innovation to date. Broadvox is a privately held company, headquartered in Dallas, Texas. To learn more, visit us at www.broadvox.com and <http://www.cypresscom.net>.

For more information, contact:

Malachi Threadgill
Director of Marketing
Broadvox

214-646-8014
214-646-8005 F

mthreadgill@broadvox.com

Arnie Bornstein
Executive Director, Marketing & Corporate Communications
BDP International

215-629-8493 (o)
610-247-2430 (m)

abornstein@bdpnet.com