

Frost & Sullivan Recognizes Cypress Communications for Offering an Advanced, Highly Differentiated Hosted Unified Communications Solution
Cypress' C4 IP service provides unique value to businesses looking for flexible, cost-effective solutions.

MOUNTAIN VIEW, Calif. — June 7, 2010 — Based on its recent analysis of the hosted IP telephony and unified communications (UC) services market, Frost & Sullivan recognizes Cypress Communications with the 2011 North American Frost & Sullivan Award for Product Differentiation Excellence of the Year for its C4 IP service offering that delivers a comprehensive set of Voice over Internet Protocol (VoIP) and UC capabilities.

“Although hosted service providers have sought to deliver greater customer value through bundles of communications and collaboration applications, few have been able to differentiate through end-to-end UC service packages offering unique features and capabilities to end-users,” said Frost & Sullivan Program Director Elka Popova. “With its highly differentiated hosted UC solution, providing the combined benefits of the software-as-a-service (SaaS) model and advanced functionality such as VoIP, presence, mobility and collaboration capabilities, Cypress Communications delivers unique value to businesses looking to gain a competitive advantage.”

Cypress' C4 IP solution is based on GENBAND's carrier-grade C20 and A2 platforms, offering a robust set of communications and collaboration capabilities that enable businesses to boost efficiency and productivity.

Microsoft Outlook integration and a robust desktop client, providing a single point of access to multiple communications applications with integrated telephony and online presence, help users save time and more efficiently manage their contacts and communications activities. By extending PBX, presence and messaging functionality to mobile devices, C4 IP enables mobile professionals to remain connected and productive on the go. Advanced contact center functionality including secure call recording, recordings sharing and search delivers compelling value to customer-care agents.

Furthermore, Cypress Communications delivers greater value to its business customers through end-to-end solution management including platform and applications management, as well as customer premises-based equipment (CPE) management. Unlike many hosted IP telephony and UC providers, the company engages in a rigorous assessment, upgrades and continuous management of the customer's underlying IP infrastructure in order to guarantee superior quality of real-time IP communications.

“Compared with most other hosted IP telephony and UC platforms in the market today, the combined C20 and A2 solution offers a superior set of features for users relying on effective collaboration for their most mission-critical tasks,” said Elka Popova. “This architecture offers an advanced browser-based web client as well as a desktop client with web conferencing integration. It is also a more robust standalone telephony application than other UC clients deployed by Cypress Communications' competitors.”

By using the C20 and A2 GENBAND platforms, which are part of the same technology family, Cypress Communications eliminates the complexity and interoperability challenges faced by businesses integrating multi-vendor platforms on the premises or carriers looking to integrate multi-vendor solutions on their network.

Besides being flexible and modular, the price and features of the C4 IP solution vary based on the type of user or endpoint. Cypress Communications does not force the end-to-end solution onto its customers from day one. It helps customers migrate one site at a time, ensuring proper integration with existing infrastructure and services at other locations. For businesses looking for

more basic voice, data and Internet capabilities the company offers its C1, C2 and C2 Enhanced, and GO!VBX service packages.

About 70 percent of Cypress Communications' clients come from the professional services vertical including legal, financial and accounting services, business services, management services and real estate firms that can leverage its mobility feature along with advanced conferencing and collaboration capabilities. The C4 IP service is also gaining traction in the biotech, medical services, IT and retail verticals.

"With more than 30,000 installed seats, Cypress Communications' C4 IP service is one of the most successful hosted IP telephony offerings today," said Popova. "The fact that 50 percent of those are high-end UC seats provides further evidence that Cypress Communications has accurately identified the needs of its target customers and is offering them a compelling value proposition."

Based on these factors, Frost & Sullivan is proud to present the 2011 North American Product Differentiation Excellence of the Year Award in hosted IP telephony and UC services to Cypress Communications. Each year, Frost & Sullivan presents this award to the company that has developed a product with unique features/functionality to provide high-quality service to customers with complex needs. The award lauds the degree of product customization and its ability to address evolving market trends.

Frost & Sullivan's Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research in order to identify best practices in the industry.

About Cypress Communications (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 more than 10,000 businesses to transport more than 12 billion minutes annually. The Network Operations Center, operating 24 hours a day, seven days per week, provides 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>.

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