



Press Release

FOR IMMEDIATE RELEASE

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Cypress Communications Receives Eleventh Product Innovation Award for Hosted Unified Communications

Cypress' C4 IP™ hosted unified communications solution is named 2008 Product of the Year by Unified Communications® Magazine.

Atlanta – April 28, 2009 – Cypress Communications announced today that Technology Marketing Corporation's (TMC®) *Unified Communications* magazine has awarded the company's [hosted unified communications](#) solution, C4 IP™, the 2008 Product of the Year Award. C4 IP is a complete end-to-end hosted unified communications solution that helps small-to-medium enterprises (SMEs) connect, communicate, collaborate and continue™ even during a disaster or catastrophe.

C4 IP was evaluated and awarded the product of the year distinction based upon its ability to deliver converged voice and data services—including integrated audio and Web conferencing, multimedia collaboration tools, robust support for [remote workers](#) and [hosted ACD](#)—across a private IP network that has been engineered for 99.999% availability. The network is designed to automatically detect potential faults and self-correct and is supported by device and geographic redundancy to ensure maximum continuity of communications. Should communications access become disrupted, C4 IP can automatically redirect voice and data traffic along alternate access paths without disrupting active calls. To the user, the communications experience is seamless.

With its hosted delivery model, Cypress takes on the challenge of keeping up with the rapid evolution of communication technologies and brings advances to SMEs faster and more economically than if they attempted to integrate and deploy the technology themselves. While traditional unified communication solutions are costly and complex, Cypress' fully hosted and managed C4 IP solution enables SMEs to benefit from an array of productivity-enhancing technologies without the capital expense or need to hire additional technical staff—saving them substantial upfront and ongoing costs.

"The talented team at Cypress have utilized their vast experience and technical resources to harness the power of available technologies and mold them into a solution that helps our customers communicate better and be more productive—all while saving them money," said Frank Grillo, executive vice president of marketing at Cypress Communications. "Because of their hard work, C4 IP has seen great success, with thousands of customers entrusting Cypress with their most vital business function—communicating. We're proud to be delivering one of the most recognized and highly acclaimed hosted unified communications solutions and thank the editors at *Unified Communications* magazine for selecting C4 IP as the 2008 Product of the Year."

Rich Tehrani, TMC President and Editor-in-Chief of *Unified Communications* magazine, added, "Cypress Communications has again proven that they are committed to delivering innovative products that meet the highest

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standards of excellence while addressing real needs in the marketplace. *Unified Communications* is proud to honor their hard work and accomplishments with the 2008 Product of the Year Award, and we look forward to more great things to come from Cypress in the future.”

A full list of Product of the Year winners will be published in the March/April, 2009 issue of *Unified Communications* magazine, www.uc-mag.com.

About Cypress Communications

For over 20 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' hosted unified communications solution has received numerous awards and accolades, with 11 awards for excellence and 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>.

About *Unified Communications* magazine

Launched in July 2007, *Unified Communications* magazine is devoted to educating enterprise decision makers on why and how they need to deploy unified communications (UC) solutions. Every issue of *Unified Communications* magazine features a comprehensive news section; case studies of successful deployments and lessons learned; interviews with leading hardware and software companies; and an 'industry' section, featuring analysis of important mergers and acquisition, partnerships and a Wall Street perspective on the unified communications market. *Unified Communications* has a readership of 100,000. For more information, please visit www.uc-mag.com.

About TMC

Technology Marketing Corporation (TMC) is a global integrated media company helping our clients build communities in print, in person and online. TMC publishes *Customer Interaction Solutions*, *INTERNET TELEPHONY*, *Unified Communications*, and *NGN Magazine*. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two to three million unique visitors each month worldwide, according to Webtrends. Ranked 2,724 by Quantcast, TMCnet is in the top .03% most visited Web sites in the US. In addition, TMC produces ITEXPO, 4GWE Conference, Digium|Asterisk World and Communications Developer Conference. TMC also recently launched new industry-specific Web sites: IT.TMCnet.com, Cable.TMCnet.com, Robotics.TMCnet.com, Satellite.TMCnet.com, Green.TMCnet.com. For more information about TMC, visit www.tmcnet.com.

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