



**FOR IMMEDIATE RELEASE**

## **Cypress Communications Receives 20<sup>th</sup> Award for Hosted Unified Communications Excellence**

*C4 IP<sup>®</sup> ACD honored for exceptional innovation with a 2009 Product of the Year Award presented by Customer Interaction Solutions<sup>®</sup> Magazine*

**Atlanta – February 9, 2010** – Cypress Communications<sup>®</sup> announced today that its hosted unified communications and automatic call distribution (ACD) solution, C4 IP<sup>®</sup> ACD, has received a 2009 Product of the Year Award from Technology Marketing Corporation's (TMC<sup>®</sup>) *Customer Interaction Solutions<sup>®</sup>* magazine. As a hosted solution, C4 IP ACD enables small-to-medium enterprises (SMEs) to benefit from comprehensive functionality with zero capital investment, inherent business continuity and an established provider to manage the solution from the network to the handset on each desk.

"I am pleased to honor Cypress Communications for its hard work and success. Cypress has demonstrated excellence in contact center technologies as well as providing ROI for the companies that use them," said Rich Tehrani, CEO, TMC. "For 12 years, *Customer Interaction Solutions* magazine has been honoring innovative companies for their contributions in advancing technologies and application refinements," he added.

C4 IP ACD is ideal for SMEs that want to streamline their internal helpdesks, provide an enhanced caller experience or seamlessly connect call centers and remote agents. Calls can be queued and distributed between team members for effective call management. Intelligent routing spreads the workload evenly among agents, and real-time call center statistics with robust historical reporting gives supervisors the information they need to operate efficiently and ensure optimum customer satisfaction.

C4 IP ACD also features virtualization technology that ignores physical location, allowing callers to connect with agents no matter where the agents are located—at their desks in the office, at their homes or at any other location. This ability to work remotely boosts employee morale and fuels higher employee retention rates. Companies are no longer limited to hiring within a specific geographical area, but are free to hire the best agents no matter where they live. And since agents can log into the C4 IP ACD using any Internet connection, companies are protected with full business continuity.

"For over 25 years, Cypress has been engineering and implementing communication solutions to help SMEs thrive in an increasingly competitive marketplace," said Frank Grillo, executive vice president of marketing and customer support at Cypress Communications. "Premises-based call center solutions can entail large investments in equipment and require long implementation periods, oftentimes putting ACD out of reach of the typical SME. But Cypress levels the playing field with C4 IP ACD by providing smaller companies with enterprise-class ACD advantages via our hosted delivery model."

### **About Cypress Communications**

For over 25 years, Cypress Communications has been helping small-to-medium enterprises (SMEs) connect, communicate, collaborate and continue<sup>®</sup> 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

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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 20 awards for excellence and innovation to date. The company's web address is [www.cypresscom.net](http://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 Customer Interaction Solutions**

Since 1982, *Customer Interaction Solutions* (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, *Customer Interaction Solutions* strives to continue to be the publication that holds the quality bar high for the industry. Please visit [www.cismag.com](http://www.cismag.com) for more information.

### **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* magazines. TMCnet, TMC's web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two million unique visitors each month on average worldwide, according to Webtrends. TMCnet has ranked within the top 3,500 in Quantcast's Top U.S. sites, placing TMCnet in the nation's top .03% most visited web sites. In addition, TMC produces INTERNET TELEPHONY Conference & EXPO (ITEXPO); 4GWE Conference and M2M Evolution (in conjunction with Crossfire Media); Digium|Asterisk World (in conjunction with Digium); and Smart Grid Summit (in conjunction with Intelligent Communication Partners). For more information about TMC, visit <http://tmcnet.com/>.

TMC also serves technology professionals with industry-specific web sites: IT.TMCnet.com, 4G-wirelessevolution.TMCnet.com, M2M Evolution.com, Smart-Grid.TMCnet.com, Smart Products Ecosystem, Robotics.TMCnet.com, Cable.TMCnet.com, Satellite.TMCnet.com, Green.TMCnet.com, Healthcare.TMCnet.com, and Education.TMCnet.com.

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