



**FOR IMMEDIATE RELEASE**

## **Cypress Communications Positioned in the Visionaries Quadrant for Unified Communications as a Service Magic Quadrant**

**Atlanta – December 22, 2009** – Cypress Communications®, a leading provider of hosted unified communications and hosted VoIP solutions, has been positioned by Gartner, Inc. in the Visionaries quadrant of the first Magic Quadrant for Unified Communications as a Service (UCaaS) report.

“We believe Cypress’ inclusion in Gartner’s Magic Quadrant is further confirmation of our success in providing a leading solution that enables our customers to leverage the power of unified communications while saving money,” said Frank Grillo, executive vice president of marketing at Cypress. “It’s rewarding to have industry experts understand and value our commitment to progressive technology and customer service. We have and will continue to innovate ahead of our competition while executing on an ambitious and revolutionary product roadmap that will change the face of the unified communications industry and further enhance our market position.”

In the “Magic Quadrant for Unified Communications as a Service, North America” report, published in December 2009, Gartner analysts Daniel O’Connell and Bern Elliot state, “Gartner has identified that both small or midsize businesses (SMBs) and enterprises are prepared to embrace UCaaS. Many SMBs believe that UCaaS is the only viable means of achieving unified communications functionality given the costs, complexity and risks of the technology. On the other hand, larger enterprises have a choice. While some enterprises opt for traditional premises-based solutions, others take the UCaaS route with the belief that UCaaS specialists can deliver the services more efficiently than the enterprise can on its own.”

Cypress’ flagship UCaaS solution, C4 IP®, comes complete with everything users need—from the network to the applications and phones—for a single monthly cost. There’s no upfront capital investment, no need to hire and train additional IT staff and no worries of technological obsolescence. These benefits combine to make Cypress’ hosted unified communications or UCaaS solution an attractive option for companies looking to implement better communications technology amid tight budgets inherent in the current economic climate.

C4 IP delivers integrated voice and data services alongside a comprehensive suite of communication and collaboration tools, including best-of-breed IP phones, soft clients, unified messaging, video calling, audio and Web conferencing, desktop sharing, presence, chat and more. Delivered through Cypress’ robust MPLS-based network cloud and managed from the network, across the LAN, and all the way to the desktop, C4 IP helps more than 60,000 users across the U.S. connect, communicate, collaborate and continue® working productively in the face of any situation.

The “Magic Quadrant for Unified Communications as a Service, North America” report analyzes UCaaS providers on their ability to execute and completeness of vision, which includes products and services, marketing strategy and innovation.

To be considered for placement in the Magic Quadrant, a vendor must offer an enterprise-grade hosted unified communications solution that includes voice capabilities, conferencing, messaging and presence/IM; the majority of functionality must be delivered “as a service”; and the vendor must have support for and commitment to the North American market.

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**About the Magic Quadrant**

The Magic Quadrant is copyrighted 2009 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

**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 advantage of productivity-enhancing technology such as integrated [audio and Web conferencing](#), multimedia collaboration tools, [presence, chat](#), Microsoft<sup>®</sup> [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 19 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>.

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