



FOR IMMEDIATE RELEASE

## Frank Grillo of Cypress Communications to Speak on Cloud Communications at Healthcare IT Institute Conference

*Cypress' executive vice president of marketing and customer support will outline a path to virtualization for healthcare enterprises, beginning with hosted unified communications and encompassing full IT virtualization.*

**Atlanta – April 21, 2010** – Frank Grillo, executive vice president of marketing and customer support at [Cypress Communications](#)<sup>®</sup>, will lead an educational seminar on cloud communications and virtualization at the Healthcare IT Institute's upcoming event on May 2 from 2:30 – 3:15 pm. The invitation-only event, to be held May 2-4, 2010 at Château Élan in Braselton, GA, gathers CIOs and top IT decision makers from healthcare institutions across the U.S.

In his session, Mr. Grillo will outline a path to virtualization, starting with [hosted unified communications](#) (also known as Unified Communications as a Service or UCaaS) and segue to how infrastructure, applications and servers can be accessed through the cloud to create a cost-effective and powerful configuration for improved patient care.

"In an industry where the ability to respond quickly and reach the right people at the right time is crucial, cloud communications has proven to be effective means to facilitate staff interaction and collaboration, while lowering costs," Mr. Grillo said. "Improving even one area of a business can have notable benefits, but the combination of cloud communications and IT virtualization gives healthcare enterprises a multi-faceted approach to streamlining operations, which can result in greater ROI, improved employee performance and a better patient experience."

The educational session will guide participants through the key drivers behind the paradigm shift to cloud services, outline the technological path to and options for virtualization, detail how cloud communications enables enterprises to lower costs while delivering robust business continuity and provide a checklist of items to consider when implementing cloud services.

Mr. Grillo is a mainstay on the technology and telecom speaking circuits, educating IT decision makers across the U.S. on topics ranging from hosted VoIP and unified communications to the importance of business continuity planning in enterprise communications. His extensive career in the technology industry has provided him with the breadth of experience and depth of knowledge necessary for delivering captivating and informative presentations. As executive vice president of marketing and customer support at Cypress, Mr. Grillo has worked closely with enterprises of all sizes to implement cloud solutions that can help them improve performance while controlling costs.

Cypress' flagship cloud offering, [C4 IP](#)<sup>®</sup>, is a hosted VoIP and hosted unified communications solution that comes complete with integrated voice and data services, IP phones, soft phones, and an array of productivity-enhancing features such as [unified messaging](#), [chat](#), presence, file sharing and audio and [web conferencing](#). As a hosted solution, C4 IP can be implemented with no upfront capital expense and no need for companies to hire and train IT staff to manage the solution. Cypress delivers C4 IP through its exclusive network cloud and manages the solution from the network to the phone each desk, ensuring a premium communications experience.

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**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 has won a total of 25 awards for excellence and product innovation to date. The company's web address is [www.cypresscom.net](http://www.cypresscom.net).

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