



FOR IMMEDIATE RELEASE

PRESS RELEASE

International Legal Technology Association selects Cypress Communications to Provide Unified Communications Services

Atlanta, Ga., March 8, 2011 — The International Legal Technology Association (ILTA), the premier peer networking organization for the legal profession, has selected Cypress Communications to provide Unified Communications (UC) services.

“We are thrilled that the organization that does more to support information technology in the legal field than anyone else has selected Cypress for their communications needs,” stated Frank Grillo, executive vice president of implementation and product marketing at Cypress. “Law firms have long been a key vertical market for Cypress, so it’s very gratifying that the trade association that is most associated with technology in law firms selected us.”

“Ultimately, it is the greater functionality of the Cypress solution, especially with remote workers and travelers, that won Cypress the business,” commented Clay Gibney, information technology director at ILTA. “Half our workforce is remote and many of us travel extensively, so having a communications system that provides seamless services in and out of the office was hugely important – and something our previous vendor couldn’t provide.”

“Adding productivity enhancing features like presence – knowing if someone is on the phone or away from their desk – and the unified messaging voicemail to email inbox, which greatly simplifies the use and management of voicemail messages, just added to the value of the service,” Gibney added.

“Of course the Cypress managed, hosted model means we avoided a huge outlay of capital for equipment,” he continued. “Being able to match our communications spending with growth, means we have more resources available to focus on growing the association instead of buying telco equipment.”

“During our research, we were able to talk to a number of our member law firms about their experiences with communications systems vendors,” Gibney stated. “Knowing that Cypress did a great deal of business in the legal industry, and their sterling reputation, gave us a great deal of comfort.”

ILTA will be using Cypress’ C4 IP[®] service. C4 IP is a hosted Unified Communications solution that enables small-to-medium enterprises (SMEs) to connect, communicate, collaborate and continue[®]. C4 IP delivers voice and data services and a powerful suite of collaboration tools that include Microsoft[®] Outlook integration, unified messaging, real-time presence, file and desktop sharing, chat, and audio, video, and web conferencing. Cypress manages the solution from its expansive IP network down to the phone on each user’s desk. There’s no equipment to buy, so firms can implement the solution with no upfront capital investment. C4 IP users get everything – from Cypress’ expertise to all the equipment they need – for a single monthly cost. And with C4 IP’s scalability, customers only pay for what they need and can scale services as business needs change.

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 over 10,000 businesses to transport more than 12 billion minutes annually. The Network Operations Center, operating 24x7, 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,

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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>.

About International Legal Technology Association (ILTA)

ILTA is the premier peer networking organization for the legal profession. ILTA's international membership is comprised of law firms and corporate legal departments of all sizes and areas of practice, sharing a common need to have access to the latest information about technology products and services that impact the legal profession worldwide. By accessing this community, member entities can network with peers to exchange ideas to keep up with the ever-changing technical, strategic and management issues related to the use of technology.

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