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Cypress Communications to provide hosted unified communications and managed LAN services to international law firm

Loeb & Loeb LLP turns to cloud-based communications for increased collaboration, cost savings and fortified business continuity.

Atlanta – Aug 19, 2010 – Loeb & Loeb LLP, an award-winning, multi-service international law firm, will implement Cypress Communications® hosted VoIP and hosted unified communications solution, C4 IP®, to connect the company's five U.S. and Beijing locations, enabling collaboration regardless of geographic location and fortifying the firm's business continuity and disaster recovery initiatives. Loeb & Loeb also expect to realize operational efficiencies and cost savings from the Cypress cloud-based services. As a hosted solution, there's no need to make a capital investment, another cash savings for the firm.

"Our attorneys and staff regularly work across practice lines and industry disciplines – and across geographical boundaries – to meet our clients' various needs for specialized knowledge and capabilities. With Cypress' C4 IP, our staff will be able to more quickly and efficiently collaborate using desktop video, conferencing, secure messaging and file sharing," said Judi Flournoy, chief information officer of Loeb & Loeb LLP.

Cost reduction and business continuity were also drivers behind the decision to select Cypress' C4 IP. Adds Flournoy, "By centralizing communications in the Cypress cloud, we are able to create a single enterprise-wide virtual platform for the firm's communications and voicemail. Our goal, to quickly recover or continue operations in the event of a crisis, will be met with Cypress' C4 IP solution. We'll also see expenses reduced and operations streamlined. Employees will have the ability to extension-dial their colleagues at any of our locations, eliminating long-distance and reducing international calling charges between offices."

Cypress will also provide managed LAN services for Loeb & Loeb, including proactive network monitoring and fault management of network devices, transport, and protocols for the firm's network infrastructure.

"Known for their leadership and innovation, Loeb & Loeb exemplifies how best to exploit technology to produce tactical results – more accessibility, increased collaboration and cost-savings – as well as to facilitate strategic initiatives such as future scalability, continuity and a greener footprint," said Frank Grillo, executive vice president of marketing and customer support at Cypress Communications. "We are continually validated by the success our customers achieve; Cypress' cloud-approach to delivering unified communications and managed services has proven again and again to be an effective and cost-efficient way for law firms to communicate better while improving performance throughout their organizations."

C4 IP is the leading hosted VoIP and hosted unified communications solution for enterprises and law firms of all sizes. With integrated voice and data services, desktop and soft phones and advanced collaboration functionality, C4 IP offers a comprehensive solution that can be tailored to fit the needs of each individual user. C4 IP also offers anywhere, anytime communications with mobility-supporting features such as find-me/follow-me, advanced call routing, audio and web conferencing, unified messaging, presence, secure instant messaging and file sharing. While callers may simply dial the user's office phone number, the C4 IP

user can use any phone, in any location as their office phone. Conversations appear to be taking place at their office desk.

As a hosted solution, C4 IP enables small to mid-sized enterprises (SMEs) to benefit from a premium unified communications experience without the hassles of owning and maintaining an in-house solution. SMEs avoid upfront capital expenditures, ongoing maintenance costs and inevitable technological obsolescence. Cypress owns all of the equipment and manages C4 IP from its robust network cloud to the phone on each desk, so enterprises pay a single monthly fee and avoid devoting internal IT staff to managing the solution.

About Loeb & Loeb

Loeb & Loeb LLP is a multi-service law firm with more than 300 attorneys focusing on select practice areas, rather than endeavoring to be all things to all clients. Winner of the 2010 Chambers Award for Excellence in Media, the firm is recognized as a leading law firm in the areas of advanced media; bankruptcy, restructuring and creditors' rights; business litigation; energy; entertainment; finance; intellectual property; mergers and acquisitions; real estate; securities; technology; and tax and wealth services. Loeb & Loeb has five domestic offices in Los Angeles, New York, Chicago, Nashville and Washington, DC, as well as a representative office in Beijing serving a rapidly growing number of Asian clients.

About Cypress Communications

For over 25 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. The company has also been named one of Atlanta's Best Places to Work. Cypress has won a total of 26 awards for excellence and product innovation to date. The company's web address is www.cypresscom.net.

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