

Frost & Sullivan Recognizes Cypress Communications for its Unique C4 IP Platform that Enables Swift Telecom Disaster Recovery

Palo Alto, Calif. — January 28, 2008 — Based on its recent analysis of telecom disaster recovery, *Frost & Sullivan* presents Cypress Communications Inc. with the 2007 North American Frost & Sullivan Award for Product Innovation in hosted voice over internet protocol (VoIP) solutions.

This Award is in recognition of Cypress Communications' introduction of a fully managed VoIP offering –the C4 IP platform– that integrates private branch exchange (PBX), unified messaging and multimedia capabilities in a single solution.

Along with scalability and resilience, the ability to cater to a wide range of applications is an important issue associated with disaster recovery solutions. To address all of these issues and firmly make its mark in the managed VoIP solutions market, Cypress Communications has come out with a complete end-to-end hosted VoIP solution that can help organizations connect, communicate, collaborate and continue even during a disaster or catastrophe, hence the name C4 IP.

In order to be resilient, the C4 IP platforms are located in hardened carrier grade collocation centers that contain dual power feeds, redundant generators and uninterrupted power supplies (UPS) to ensure that the switching platforms can withstand any kind of disaster.

Cypress Communications offers extended and enhanced IP/legacy Centrex functionality and unified communications with complete Microsoft Office integration, unified messaging, presence, chat, file sharing, Web-based collaboration, and video conferencing features.

At the desktop level, C4 IP fully integrates with Microsoft Outlook to meet the requirements of advanced business users, simplify training, and provide convenient access to “click-to-call,” instant messaging, unified inbox, and other unified communications applications. Competing solutions would require proprietary messaging clients to achieve these features.

While most solutions only provide e-mail notification of conventional audio voicemail delivery, Cypress' unified inbox application provides consolidated e-mail, voicemail, and fax receipt within Microsoft Outlook. This eliminates the need to engage multiple messaging applications.

“With advanced collaboration features, video/audio/Web conferencing, find me/follow me, virtual number and related remote/mobile features providing superior interactive capabilities, Cypress can help businesses collaborate with their employees across single/multi-sites and enhance their communication with customers, vendors, partners, and remote workers,” notes *Frost & Sullivan* Research Analyst Arvind Arun.

Thus, in the event of a disaster, employees can work from home, the entire business can move to another location or even another city, and C4 IP can allow everyone to continue making and receiving calls and conducting business as usual. And since the communications intelligence is located on the network, not at the customer's site, continuous communication is ensured no matter what happens at the customer's office premises.

To further ensure disaster recovery, the Cypress network has redundant voicemail servers with failover capability to ensure that even if the primary server stops functioning normally, traffic is re-routed to the secondary server.

Through strategic alliances and with solutions such as C4 IP, Cypress is making continuous efforts to realize its mission, which is to become the leading provider of managed communication services in the US.

For its ability to provide solutions to challenging customer problems and its zeal for excellence, Cypress Communications is awarded with 2007 Frost & Sullivan's North American Product Innovation Award.

Each year *Frost & Sullivan* presents this Award to the company that has demonstrated excellence in new products and technologies. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Cypress Communications

Boasting a 20-year legacy and more than 6,500 customers, Cypress Communications provides [Communications as a Service](#) (CaaS) to small- and mid-sized enterprises. CaaS goes beyond traditional hosted VoIP offerings by delivering a fully managed unified communications solution. Comprehensive and flexible, the CaaS solution from Cypress includes integrated voice and data access, desktop phones, soft phones, local and long-distance voice services, voicemail, advanced collaboration tools and remote office functionality. From their computers, users can take advantage of productivity-enhancing applications such as [real-time presence](#), [desktop video](#), [unified messaging](#), [chat](#), [file sharing](#), and [Outlook integration](#). As a Deloitte Fast 50 and Fast 500 award recipient, Cypress Communications is also recognized as one of the fastest growing telecommunication companies in North America. Cypress is headquartered in Atlanta. The company's Web address is www.cypresscom.net.

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About Frost & Sullivan

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