



Press Release

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Cypress Communications' C4 IP™ Exemplifies New Hosted VoIP Category of Communications as a Service

New market trend report from leading technology thought leader includes Cypress Communications as a service provider rolling out a CaaS solution.

Atlanta, December 10, 2007 – Cypress Communications announced today that Gartner, Inc. named [Cypress Communications](#) as a provider in a new, cutting-edge category called Communications as a Service (CaaS). The announcement came in a report entitled “Market Trends: Multiple Delivery Models Driving the Demand for Hosted VoIP Services, North America 2006-2011” written by Gartner analysts Daniel O’Connell and Eric Goodness, dated November 19, 2007.

“As one of the newest of the [hosted VoIP solutions](#), Communications as a Service (CaaS) goes beyond traditional VoIP offerings by delivering a fully-managed hosted VoIP and unified communications solution. Mid-sized businesses can now leverage enterprise-class communication services without the complexity and time required to build a premises-based solution—and without the capital investment,” said Frank Grillo, executive vice president of marketing at Cypress Communications.

According to the report, “Communications as a Service (CaaS) is the most recent and innovative of the hosted VoIP delivery models.” Moreover, “CaaS is a high-touch marketing concept and is often complemented with support services for LAN/WAN management, remote monitoring, moves, adds and changes (MAC), and QoS. CaaS is essentially an outsourced solution that requires little oversight on the end-user side.”

The Cypress CaaS solution—marketed as C4 IP—delivers a comprehensive, yet flexible, solution. C4 IP features integrated access of voice and data, 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 and advanced features such as a [real-time presence](#), [desktop video](#), [unified messaging](#), [chat](#), [file sharing](#), [Outlook](#) Integration.

“I believe that CaaS is set to become the new standard in communications for SMB. Unlike other sectors in the VoIP marketplace, CaaS caters to the specific needs of firms and businesses with high-value employees conducting high-value transactions who demand top-notch customer service, which has been the hallmark of Cypress’ success for over 20 years. Our CaaS and Unified Communications solutions can not only help the small- to mid-sized business, but also firms in the legal and financial services industry where corporate revenues are closely linked to the ability to communicate,” Grillo added.

Cypress Communications’ C4 IP has garnered a substantial user base since its inception in 2005, and it has already been a part of the [largest hosted VoIP deployment](#) in the legal industry.

About Cypress Communications

Boasting a 20-year legacy and more than 6,500 customers coast-to-coast, [Cypress Communications](#) is one of the nation’s largest providers of fully managed communication solutions for mid-sized businesses. Cypress provides advanced IP phones and [hosted VoIP services](#) with cutting-edge multimedia desktop applications like [Microsoft Outlook integration](#); [unified communications](#); [video calling](#) and [audio, video and Web conferencing](#). As a Deloitte Fast 50 and Fast 500 award recipient, Cypress is also recognized as one of the fastest growing telecommunication companies in North America. Cypress is headquartered in Atlanta, GA. The company’s Web address is <http://www.cypresscom.net>

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