



# Press Release

## FOR IMMEDIATE RELEASE

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## **C4 IP™ Failover Solutions take Business Continuity to the Next Level**

*Cypress Communications announces new hosted VoIP and unified communications failover options to ensure that businesses can connect, communicate, collaborate and continue™ business as usual.*

**Atlanta – November 24, 2008** – Cypress Communications is taking [business continuity](#) to the next level by offering multiple failover solutions for its C4 IP™ [hosted VoIP](#) and [hosted unified communications](#) solution. Already delivered through a robust private network that's built to ensure continuity, C4 IP has been enhanced with three failover options: VoIP failover, VoIP and public data network failover, and VoIP and private data network failover.

In the event of a voice access disruption on the network, the VoIP failover solution is designed to redirect voice traffic to a separate data access line, without active calls dropping. With either the VoIP and public data failover or the VoIP and private data failover, if the primary data access (such as the Internet connection or wide area network) goes down, traffic is rapidly rerouted through the VoIP network. Both data failover options include a VoIP failover component, so if an interruption occurs on either the VoIP or data network, the solutions are designed to automatically reroute traffic to the active network, enabling users to connect, communicate, collaborate and continue™ business as usual.

"Business continuity is paramount, especially when the ability to communicate is closely tied to the success of an organization," said Peter Yund, Director of IT & Telecom at Lucas Group. "As an executive search firm that provides professional services, we need to communicate with each other and our clients, and no matter what happens on the network or at our office, business must continue. With its robust business continuity architecture and dynamic failover capabilities, C4 IP gives us the power to stay connected and continue communicating."

Cypress Communications' [network](#), which has been engineered for 99.999% availability and local site survivability with no single point of failure, is designed to automatically detect potential faults and self-correct and is supported by redundant devices to ensure maximum availability of communications. The hosted VoIP and hosted unified communications functionality is offered via distributed, carrier-grade switching and multimedia platforms that feature full component and geographical redundancy. The addition of failover solutions further ensures business continuity by providing alternate routes for communications traffic.

Frank Grillo, executive vice president of marketing at Cypress Communications added, "High availability is the prerequisite for any VoIP and unified communications solution, but C4 IP goes beyond 'availability' and delivers full voice and data continuity—which is typically out of reach of most SMEs due to the cost and complexity of building redundancy in their systems. As a hosted solution, however, C4 IP enables SMEs to benefit from Cypress' economies of scale and gain extensive business continuity protection. So whether

there's a power surge on the network or even a regional catastrophe, Cypress' clients have the comfort of knowing that C4 IP is engineered to endure."

[C4 IP](#) is an enterprise-class hosted VoIP and hosted unified communications solution that features integrated voice and data access, desktop phones, PC-based phones, [unified messaging](#) and cutting-edge [multimedia applications](#). Cypress Communications manages C4 IP from the IP network to the phone on each desk, ensuring that businesses can take advantage of all the features, functionality and continuity benefits of the solution with no capital expense, no need to hire additional IT staff and no worries of technological obsolescence.

### **About Cypress Communications**

Boasting a 20-year legacy and 6,500+ customers coast-to-coast, Cypress Communications delivers voice, data and Internet solutions to small- and mid-sized enterprises, including a fully hosted VoIP and unified communications solution. Users benefit from integrated voice and data access, desktop phones, soft phones, local and long-distance, voicemail, collaboration tools and remote office functionality. From their computers, users can take advantage of productivity-enhancing applications like 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 recognized as one of the fastest growing telecommunication companies in North America. The company has also been recognized as one of Atlanta's Best Places to Work 2008 and awarded the 2008 TMC Lab Innovation Award, 2008 Innovator Award, 2007 Unified Communications Product of the Year, Communications Solutions Product of the Year, and 2007 Product Innovation Award for Business Continuity in the category of Hosted VoIP. The company's Web address is [www.cypresscom.net](http://www.cypresscom.net).

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