



# Press Release

## FOR IMMEDIATE RELEASE

*For more information, contact:*

Heather Whitt  
Cypress Communications  
404-442-0034  
[hwhitt@cypresscom.net](mailto:hwhitt@cypresscom.net)

## **Cypress Communications® Introduces Unified Communications Bailout Plan**

*Bailout plan enables companies to lower their total communications spend, implement hosted unified communications and get cash back for their current telecom equipment.*

**Atlanta – January 22, 2009** – Cypress Communications today introduced the Unified Communications Bailout Plan, which is designed to help small-to-medium enterprises (SMEs) move forward with unified communications in 2009. Cypress' [bailout plan](#) enables SMEs to lower their total communications spend\* by at least 10%, get award-winning hosted unified communications and get cash back for their current telecommunications equipment.

New Cypress customer, IPC Information Systems, knows the value of unified communications. So when Chris Smith, IPC's senior operations manager for the Southeast region, was looking to upgrade communications at one of IPC's branches, he knew that finding the best, most cost-effective solution was absolutely essential.

"Cypress' hosted unified communications will enable us to replace our old key system and upgrade our data capacity—for less than we were spending at the time," Smith said. "They even bought the old phones off our desks and are replacing them with brand new IP phones. With the current economy, I wasn't sure that we would be able to move forward with unified communications this year, but Cypress' fully hosted solution enabled us to get superior technology while saving us money at the same time."

### **The Cypress Bailout Plan at a Glance:**

1. **Lower customer's total communications spend by at least 10%.** There are many ways to save with Cypress' hosted solutions. SMEs get productivity-enhancing technology, all the hardware they need *and* a provider to manage it for them—all for a single monthly cost. There are no ongoing maintenance costs, no charges for configuration changes, free interoffice calling, free local and long distance, and multimedia and collaboration tools such as real-time presence and Web conferencing.
2. **Provide award-winning hosted unified communications.** Cypress' solutions offer the productivity-enhancing features of unified communications, all fully hosted and managed by a single provider. Cypress will even offer hosted Contact Center and Microsoft® OCS. Whichever option SMEs choose, they get new technology, a comprehensive VoIP and unified communications solution—all with no capital expense and no need to hire and train additional IT staff to manage it.
3. **Give customers cash back for their current telecom equipment.** Beyond saving money with Cypress, SMEs will also get cash to put back in their 2009 budgets with Cypress' equipment buyback program. As a part of the buyback, Cypress will purchase new customers' current phones and replace them with state-of-the-art technology.

“At Cypress, we believe that unified communications has the power to improve productivity by transforming the way people connect to information and to each other,” said Frank Grillo, executive vice president of marketing at Cypress Communications. “And because we believe in that power, we designed the bailout plan to help SMEs conserve cash while implementing an award-winning hosted unified communications solution that can help them survive and thrive in 2009.”

Cypress' flagship solution, C4 IP™, is an enterprise-class [hosted VoIP](#) and [hosted unified communications](#) solution that delivers converged voice and data services, free local and long distance, integrated [audio and Web conferencing](#), [multimedia collaboration tools](#), and support for remote workers. And with hosted Contact Center and Microsoft® OCS available in early 2009, Cypress has a solution to fit the needs of practically any SME.

To learn more about Cypress' hosted solutions and the Unified Communications Bailout Plan, go to [www.cypresscom.net/bailout](http://www.cypresscom.net/bailout).

### **About IPC**

IPC is a leading provider of indispensable financial trading communications solutions to the world's largest financial services firms and global enterprises. With 35 years of expertise and product innovation, IPC provides its customers with global systems and solutions, as well as a suite of products and enhanced services that includes advanced Voice-over-IP technology and an integrated network with 24x7x365 management services for more than 40 countries. Based in Jersey City, N.J., IPC has approximately 1,000 employees throughout the Americas, Europe and Asia-Pacific regions. For more information, visit [www.ipc.com](http://www.ipc.com).

### **About Cypress Communications**

For over 20 years, Cypress Communications has been helping small-to-medium enterprises 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. In 2008, the company was also named one of Atlanta's Best Places to Work. Cypress' hosted unified communications solution has received numerous awards and accolades, with 10 awards for excellence and innovation to date. The company's Web address is [www.cypresscom.net](http://www.cypresscom.net).

To learn more about hosted unified communications, visit Frank Grillo's UC 360 blog at <http://blog.tmcnet.com/uc-360>.

\*Total communications spend includes voice service, data service, local and long distance calling, audio conferencing, Web conferencing, hardware, hardware maintenance, software, software maintenance, and personnel costs.

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