



2009 Press Kit

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Company Summary

Appia Communications is a leading provider of managed IT and telecommunications services. Our mission is to enable small and midsize companies and organizations to benefit from Internet Protocol (IP) technology for far less than the cost of an in-house implementation.

Appia offers the broadest range of services available from any managed services provider. Our solutions help our customers reduce costs, enhance employee productivity, improve customer care, and compete more effectively against much larger enterprises.

Company Name	Appia Communications, Inc.
Operations	Chicago, Detroit, Houston, Indianapolis/Fort Wayne, Los Angeles, New York, Philadelphia, St. Louis, and Traverse City, MI
History	Founded in 2001 by Victor von Schlegell and William Bollinger
Employees	30+
Recognition	<ul style="list-style-type: none">- One of the fastest-growing private companies in America for three straight years (<i>Inc. 5000</i>, 2007, 2008 and 2009)- One of the top five managed service providers in the world (<i>MSPmentor 100</i>, 2008-09)- One of the fastest-growing solution providers in the tech industry (<i>CRN Fast Growth 100</i>, 2009)

Key Services Offered

Appia provides flexible, proven managed IT and telecom services including:

- Hosted IP-PBX, call centers, and other voice solutions
- Network design, deployment, and management
- Network security
- Network device support
- Email hosting
- Spam management
- Audio and web conferencing
- Video conferencing
- Video broadcasting

Customers Served

Our customers range from 10 to 60,000 employees and from one to over 200 locations. They occupy all major verticals, including construction, education, finance, entertainment, government, healthcare, legal, manufacturing, and engineering.

Management Team

Our senior management has more than 80 years of combined experience in IT, IP and telecom.

- Victor von Schlegell, President
- William Bollinger, Vice President, IP Communications
- Michael Goldman, Vice President, Network Management
- Michael Klusowski, Director of Network Systems
- Kathryn Rohder, Director of Finance
- Jason Ulm, Vice President, Sales

Products and Services

Managed Voice Services

Appia's managed voice solutions combine voice, video, and data over a single, reliable, high-speed connection.

- [IP-CTX and IP-PBX](#) – These robust IP communication solutions have all the features and functions of a costly PBX, but without the capital investment. All you need are IP phones, and cost savings are immediate.
- [Legacy](#) – Appia's Legacy solutions interface with existing PBXs or key systems, allowing customers to reduce monthly expenses while maintaining their PBX investments. Ideal for phased or gradual VoIP deployments.
- [Call Center Services](#) – Appia's Call Center solution can handle as few as five and as many as 200 agents, delivering the sophisticated features larger call centers use at a price smaller organizations can afford.
- [Cisco CallManager Implementations](#) – Appia assists customers who wish to have a CallManager on site with implementation and management services. Appia's TotalConnect provides a single voice and data connection that cuts costs and simplifies telecom management.

Appia's voice services also include such features as ad-hoc audio conferencing, voicemail-to-email, fax-to-email, free interoffice calling, and domestic and international call rates that are a fraction of what the major carriers charge. Because they are managed services, Appia's voice solutions can also be scaled up or down as business cycles demand.

Network Management

Appia's network services are ideal for customers who do not have network help desks or whose help desks are closed after business hours.

The services include Service Level Assurances that guarantee network performance and availability — all at a savings of more than 30% over what it can cost to manage your own network.

Once deployed, Appia ensures that your networks are available 24/7/365.

- [WANCare Monitoring](#) monitors the network and notifies customers when issues require attention.
- [WANCare Management](#) builds on WANCare Monitoring. With WANCare Management, Appia manages issues to resolution and provides reporting on network performance and health.
- [WANCare Reporting](#) provides up-to-the-minute reports on network health and performance through a convenient Web portal.

Network Device Support

Network device failures are responsible for a large majority of network underperformance and outages. Appia's WANNet solution helps ensure your up-time.

A single point of contact gives customers access to unlimited remote support, plus replacement of defective components and on-demand access to software upgrades. WANNet is available for all products from Cisco and from many other vendors.

Network Help Desk

Appia's Help Desk service offers small to midsize organizations access to expert technicians on a 24/7 basis.

Help Desk is used to back up in-house help desks during the business day and after hours. The service is ideal for companies and organizations with small help desks or with operations that need support when the in-house help desk is closed.

Network Security

AppiaSecure is a patent-pending revolutionary new approach to network security.

AppiaSecure enables customers to protect their networks against internal and external threats by giving them the tools to control how open or closed their networks are.

AppiaSecure goes beyond firewalls and passwords to enable customers to control, on a user-by-user basis, what takes place on their LANs and WANs. AppiaSecure controls the user's access to email, the Internet, internal servers and more, based on permissions set

by network administrators. It also limits access by users outside the network and records intrusion attempts.

Appia's Intrusion Protection System is a signature-based technology that protects against worms, spyware, adware, viruses, and application-specific vulnerabilities. It is adaptive, so it can also react to — and protect against — unknown attacks.

Email Management

Appia's SpamManager allows users to take control of what makes it to their inboxes. Through an easy-to-use Web-based interface, users can block malicious messages, create white lists of approved addresses and domains, and more. Since quarantined messages are stored on SpamManager servers, viruses and other malware have no chance to cause damage to a customer's infrastructure.

Digital Signage

Digital signage delivers video and other messaging to high-resolution video displays, enabling companies and organizations to communicate directly with their target audiences. Campaigns can be launched and updated instantly and can be delivered by time of day, geographic location, or other factors.

Voice and Web Collaboration Tools

Appia's audio conferencing service doesn't require a reservation, providing timeliness along with the capacity and the convenient conference-calling features you need. To initiate an audio conference, whether scheduled or on the fly, the host simply dials a toll-free number, enters a conference ID, and the conference begins.

WebHuddle is Appia's unique Web meeting service. There's no software to download, no files to upload, and it's easy and intuitive to use; all you need is a browser. WebHuddle's Java-based interface enables an unlimited number of participants to host or join meetings easily. WebHuddle is free to Appia customers.

Video Communications

Appia Video Communicator (AVC) software delivers enterprise-class video conferencing and broadcasting at a price small to midsize companies and organizations can afford.

Video communication makes collaboration more engaging and effective, providing a face-to-face experience without the time, costs, and hassles of travel, and without the difficulties of scheduling when participants are in diverse locations.

AVC's next-generation technology delivers stunning image quality with significantly less bandwidth, and it's very easy to use. It doesn't require any proprietary equipment or an expensive multipoint control unit (MCU), further reducing both capital and operating costs. AVC also:

- Supports both conference rooms and remote users.
- Allows both two-way and broadcast communication. Not only can you use AVC for video conferencing, but also for live training sessions, Webinars, announcements, and other situations in which only the host needs to be seen.
- Is fully encrypted end-to-end with software that is FIPS 140-2 certified.
- Includes chat, desktop sharing, and audio dial-in/dial-out for participants who cannot attend via video.
- Supports multiple resolutions. AVC allows you to hold a session at more than one display resolution, including a 1280x720, 30 frames-per-second "telepresence" experience. This means that participants can attend even if they do not have an abundance of bandwidth available.

Customer Testimonials

“Let me just start by saying WOW! I made the call (to Appia) last Tuesday to ask if we could change out all our phones and have the system up and running over the weekend. Never in my wildest dreams did I think it would become reality. It was amazing the way everything came together. ProLiance could not be happier with the end result.”

—**Andrew Payne, Director of Information Technology, ProLiance Energy**

“We’re really too small to have all the technology people on staff to do IP telephony, yet we want to have a nationwide, best-in-class phone system. With Appia, we get the best of both worlds, and I have complete peace of mind. It’s the perfect solution for a company that wants to focus on its customers and not its phone systems.”

—**Glen W. Corkill, President and Chief Executive Officer, Source North America**

“There have been significant cost savings to EFE since implementing the Appia system, even with the expansion of the system for additional staff over the last few years. Also, since EFE has been on the Appia system, we have found the service to be reliable and key Appia representatives responsive to our needs.”

—**Hugh Smith, IT Director, Equip for Equality**

“Thanks for your interest in our first full week of Appia phone service! We have found it to be quite positive for us. After checking with our users, we can provide you some feedback based on this first week. We immediately found the voice quality substantially improved over the quality of our prior service. Training was quite good and prepared us well for the Appia world. Training the day or so prior was great timing as it was fresh, as was having the quick reference guide made available which was not done by [our previous provider].”

—**Rand Harris, Business Manager, Thomas M. Schroeder & Associates**

Media Resources

White Papers – www.appiaservices.com/pages/white-papers/

[The Four Ways to Save Video Conferencing](#): Video communication is a killer app, but if your organization fails to take four key factors into account, your efforts could be dead on arrival.

[The Benefits and Challenges of Video Conferencing](#): Provides background on video communication, lists the traditional barriers to adoption, and discusses the next-generation solutions that are benefitting organizations of all sizes.

[Five Questions to Ask Any Managed Services Provider](#): Identifies the most important factors you should look for if you are exploring managed services for the first time.

[The Changing Landscape of Business Communications](#): Traces the recent history and likely future of communications in companies and organizations.

[Disaster Recovery for Communications](#): Explains business continuity options for IP voice communications in the event of a disaster.

[How Does a PBX Work?](#) Explains how standard office PBXs work.

[What is an IP-PBX?](#) Explains how an IP-PBX works.

[Owning vs. Outsourcing: A Total Cost of Ownership Comparison](#): An analysis of the costs of ownership of a traditional PBX solution as compared to Appia's managed services.

[Permissions-Based Network Security](#): Examines the permissions-based vs. point-product approaches to network security.

[The Business Case for Outsourcing](#): Discusses why small and midsize companies and organizations should outsource their communications and IT requirements.

[Why Convergence?](#) Examines the reasons companies are rapidly moving to architectures that use a single platform for voice, data, and video.

[VoIP Security](#): Investigates potential threats to VoIP systems and the simple steps to secure against them.

Customer Case Studies – www.appiaservices.com/pages/news/casestudies/

[American Mattress](#): A large, multi-location retailer uses IP communications to make a difference in costs and communications.

[American SportWorks](#): A provider of recreational and utility vehicles adds IP communications and a hosted call-center solution to reduce costs, improve agent productivity, and enhance customer service.

[The CPA Group](#): An accounting firm integrates a new branch office, streamlines its technologies, improves productivity, cuts costs, and dramatically reduces administrative hassles.

[Dorman Products](#): A manufacturing company with multiple locations uses Appia's network monitoring and network device support services to diagnose and repair a network outage.

[Equip for Equality](#): A non-profit organization uses an Appia voice and data solution to reduce costs and improve productivity.

[Krieg DeVault](#): Disaster recovery features motivate Krieg DeVault to become one of the first law firms in the Indianapolis area to realize the advantages of IP communications.

[MNJ Technologies Direct](#): A leading computer hardware and software reseller discovers the value of disaster recovery planning.

[New York Blower](#): Does business VoIP really work? And does it really save that much time and money? See how an unusual demonstration, a sizeable return on investment, and some surprising additional benefits made this manufacturer a believer in hosted VoIP.

[ProLiance Energy](#): A regional natural gas utility with operations in several states harnesses the benefits of IP communications.

[Source North America](#): A specialty equipment, parts and materials provider with multiple locations uses an integrated IP voice and data solution to reduce telecom expenses and improve customer care. Includes a video in WMV format.

[Sturgis Hospital](#): A hospital incorporates IP communications to keep pace with its growing operations.

[Unique Industries](#): A network slowdown demonstrates the value of remote network monitoring.

Available Experts

Expert sources are available for interviews and discussion panels on a variety of IT and telecom topics, including:

- Voice over Internet Protocol (VoIP) and its benefits to companies and organizations.
- The design, deployment, management, and security of voice and data networks.
- Voice as a component of disaster recovery.
- The cost savings and increased productivity that can be achieved by using managed telecommunications and IT services.
- Telepresence, video conferencing and video broadcasting.