

Appia Adds SIP Trunking to its Business Phone Services

Session Initiation Protocol (SIP) technology gives Appia customers with office-based phone systems more ways to benefit from business VoIP and other unified communications applications.

PHILADELPHIA – July 6, 2010 – In a move that gives its customers more telephony options and its reseller partners more flexibility, Appia Communications announced that it has added Internet phone lines, also known as SIP trunks, to its portfolio of communication and network services for businesses and organizations.

SIP trunks replace traditional phone lines for businesses operating their own phone systems, whether they are traditional PBXs or IP-PBXs.

With its new SIP trunk offering, Appia can either provide fully managed network connectivity or use a customer's existing high-speed Internet connection. Appia president Victor von Schlegell said it is a natural complement to Appia's other services.

"It's about customer choice," von Schlegell said. "SIP trunking offers customers another option, and it gives our partners more ways to construct business-class VoIP solutions to meet the needs of customers who prefer a hosted service as well as customers who prefer to have a phone system on their premises."

Flexibility is central to Appia's service model. "We're committed to providing solutions that fit the customer, instead of asking customers to fit a preconceived solution," von Schlegell said. "SIP trunks offer options that traditional phone systems cannot match, and provide a clear path to the benefits of a business VoIP service without having to abandon existing investments."

For more information about Appia, including its full suite of communication and network services, partnership opportunities, customer case studies and more, please visit www.appiaservices.com or call 877-277-4297.

About Appia Communications

Appia Communications is a leading provider of managed communication and network services for businesses and organizations. Appia's solutions help customers minimize capital investments, reduce costs, enhance employee productivity, improve customer care, and compete more effectively against much larger enterprises.

Headquartered in Traverse City, Michigan, Appia serves markets nationwide, with operations in



Simplify and Save with Appia Managed Services

Atlanta, Boston, Chicago, Dallas, Detroit, Houston, Indianapolis, Los Angeles, New York, Philadelphia, San Francisco, Seattle, St. Louis, and Washington, D.C.

Appia has been recognized as one of America's fastest-growing private companies (*Inc.*, 2007-09); one of the fastest-growing solution providers in the technology industry (*CRN*, 2009); and one of the top managed service providers in the world (*MSPmentor*, 2009-10). Appia has also been named one of the 2010 Michigan 50 Companies to Watch by the Edward Lowe Foundation.

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