



MC² Increases Productivity, and Reduces IT Infrastructure and Maintenance Costs with Apptix's Hosted Communication Services

Small Business Leverages Hosted Exchange to Focus on Business, Not Infrastructure

Herndon, VA – December 22, 2009 – Apptix (OSE: APP), the leading provider of hosted Microsoft Exchange email, Microsoft SharePoint, and [business VoIP](#) services for organizations worldwide, today announced that [MC²](#), Incorporated, a Wisconsin-based wireless voice and data business solution reseller, has experienced increased productivity, and reduced IT infrastructure and maintenance costs since switching to Apptix hosted solutions in early 2009. Apptix provides MC² with [hosted Exchange](#) email, [mobile email](#) for multiple devices, and Web site hosting.

MC² was experiencing significant downtime and malicious activity towards its Web site and business communications infrastructure prior to its move to Apptix. The company was spending thousands of dollars on IT consultants and patches with little to no effect on downtime or their communications problems. Tired of spending more time and money on IT instead of building the business, MC² conducted an extensive review of its communications options and identified Apptix as the hosted services provider with the best suite of products to address their immediate and future needs.

“Before Apptix, we were spending too much time focusing on our Web site and email servers instead of focusing on building our business,” said Jason Kayzar, MC² founder and CEO. “Apptix easily migrated us over a weekend onto their hosted services platform. Since the switch to Apptix, we have not had to think about IT. Instead, we are working on projects to grow the business. That means Apptix was the right decision for our business.”

“Small-businesses like MC² have countless daily challenges, but managing their IT system doesn't have to be one of them,” said Chris Damvakaris, Vice President of Sales and Marketing for Apptix. “MC²'s use of Apptix hosted services to increase employee productivity and cost savings is providing them a significant competitive advantage in today's economy.”

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About Apptix

Headquartered in Herndon, Virginia, Apptix (OSE: APP) is the leading provider of business-class hosted email, voice, and collaboration services, for 200,000 users worldwide. A pioneer in the hosted services space, Apptix and its MailStreet subsidiary offer a variety of communications and IT services including: Microsoft Exchange plus Outlook Voice Access; VoIP; Microsoft SharePoint; Web conferencing and secure Instant Message and Presence via Microsoft Office Communications Server; Online Backup by EMC's Mozy; mobile email (including BlackBerry, Palm, Android, Windows Mobile, and iPhone); compliant archiving; and a Web presence solution that includes domain registration, DNS hosting, and Website hosting. Apptix is a Microsoft Gold Certified Partner for Hosting and Application Services. Apptix is recognized as one of the *CRN* 2009 & 2008 Fast Growth 100, Deloitte's 2009 & 2008 North American Technology Fast 500, *Software Magazine's* 2009 & 2008 Software 500, *Washington Business Journal* 2009 & 2008 Fastest Growing Companies, as a finalist in the Customer Service and Product Departments categories for the 2009 American Business Awards (Stevie Awards), and as a 2009 Microsoft Worldwide Partner Conference Awards finalist in the Unified Communications Solutions category. For more information, visit www.apptix.com or follow at www.twitter.com/apptix

About MC²

Since 2000, MC², Incorporated (MC²) has consistently focused on one principle: helping our clients. While that may seem like an oversimplified statement, we operate on principles rather than policies. Wireless carriers often lack the flexibility to follow through on their own promises. We help to form and then cement the bond between the carrier and the end users. Whether it's billing issues, network performance or new technology rollouts, we partner with our clients to give the ongoing support they need to maximize the use of their wireless tools.