



## **Apptix Adopts 100% Uptime Service Level Agreement and Appoints Seasoned Executive Harold McGann Vice President of Customer Service**

*Hosted Exchange Provider Continues to Drive Client Excellence*

**Herndon, VA – June 3, 2009** – Apptix (OSE: APP), the industry-leading provider of hosted Microsoft Exchange email, Microsoft SharePoint collaboration services, and hosted VoIP phone service for small and medium businesses (SMBs), today announced an industry leading 100% Uptime Service Level Agreement (SLA) for its hosted services on the Apptix OnDemand platform.

To support this new SLA guarantee, Apptix has appointed Harold McGann, Jr. as Vice President of Customer Service. In this new role, Mr. McGann will direct the day-to-day operations of all Apptix customer service teams.

“We have worked very hard over the last year to enhance our customer service and deploy a new management platform in order to offer this 100% service level agreement,” said David Ehrhardt, CEO of Apptix. “Adding Harold to this critical corporate leadership role—with his proven track record and extensive customer experience—makes me even more confident that Apptix will continue to advance our commitment of delivering unparalleled service.”

Mr. McGann boasts a 17-year background in customer service with extensive experience in the areas of training, call center operations, and operational excellence. Prior to joining Apptix, Mr. McGann spent eight years working at Network Solutions. He managed the day-to-day operations of two inbound and outbound technical support teams, transitioned a call center into an inbound/outbound contact center responsible for more than \$30M in revenue, and was responsible for a Tier 3 technical staff for escalations. Prior to Network Solutions, Mr. McGann managed customer service teams at Snyder Communications and National Electronic Warranty. In addition, Mr. McGann served eight years in the United States Marine Corps.

Apptix’s 100% uptime guarantee is backed by an industry-leading SLA that offers customers credit up to 100% of their monthly invoice amount. The SLA covers Apptix’s extensive suite of hosted services on the Apptix OnDemand platform, including Microsoft Exchange, Microsoft SharePoint, BlackBerry Enterprise Server (BES), ActiveSync, Good Mobile, Archiving, advanced anti-spam and virus protection, Web Conferencing, Secure Instant Messaging (IM), shared Websites, and Online Backup. More details regarding Apptix’s new 100% SLA are available at [www.apptix.com](http://www.apptix.com).

### **Customer Service Enhancements**

Apptix has focused significant resources and efforts over the last 15 months to develop an industry-leading customer support system and team. The company restructured and centralized all customer support and operations functions, and invested in monitoring tools that track and record call statistics such as wait time, call time, and resolution of customer issues. The company also established a baseline of skills that customer service applicants must possess to qualify for a position, and developed a standardized training process to ensure calls are consistently handled by knowledgeable, trained professionals. Today, Apptix provides fully U.S.-based, 24/7, live customer support.

As a result of the company’s efforts, Apptix was recently named a finalist for the 2009 American Business Awards (Stevie Award) in the Customer Service Department of the Year category.

In addition, the highly-resilient Apptix OnDemand platform is built upon 64-bit, state-of-the-art servers in top-tier SAS 70 certified datacenters. Hosted Exchange data is protected through Cluster Continuous Replication (CCR) redundancy that eliminates single points of failure. This system is anchored by an

advanced EMC networked storage solution. In December 2008, Apptix deployed a new provisioning, billing, and management platform that enables the rapid deployment of new products and services, and enhances the customer experience with an industry-leading control panel.

### **Customer Response**

Apptix's customer service efforts have gained customer attention. According to Apptix hosted Microsoft Exchange customer Dale Maureen Bizzari, president of [CapsuleNet](#): "When our company needed help redirecting our records in order to receive emails and ensure our new server could accept the data switch, Apptix's customer service team provided amazing support. Our technician's attitude and way of doing business was exceptional. It is clear the Apptix community's customer support people are dedicated, accountable individuals."

Another customer, Saul Greenberger, president of PharmScript, said: "As I set up my BlackBerry with Apptix's customer support team, I was impressed by how amazingly patient and helpful they were. I selected Apptix as my hosted email provider because the sales department assured me I would encounter a smooth transition, and my experience with everyone on the Apptix team—from implementation to customer service—has consistently proven this to be true. The quick customer service response really makes Apptix stand out from the competition."

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### **About Apptix**

Apptix (OSE: APP) is the leading provider of hosted email, voice, and collaboration services for small and medium-sized businesses, serving nearly 200,000 Exchange subscribers worldwide. A pioneer in the hosted services space, directly and through its MailStreet subsidiary, Apptix offers a variety of hosted communications and IT services including Microsoft Exchange; VoIP; Microsoft SharePoint; Web conferencing and secure Instant Message via Microsoft Office Communications Server; Online Backup by EMC's Mozy; mobile messaging (including BlackBerry and iPhone), compliance and archiving; and a Web presence solution that includes domain registration, DNS hosting, and Website hosting. Apptix provides the reliability and scalability of enterprise-class communications solutions at a small business price, freeing IT staff to focus on improving and innovating within their companies. Apptix is a Microsoft Gold Certified Partner for Hosting and Application Services. Headquartered in Herndon, Virginia, Apptix is recognized as one of the *CRN* 2008 Fast Growth 100, Deloitte's 2008 Virginia Technology Fast 50 and 2008 North American Technology Fast 500, *Software Magazine's* 2008 Software500, and *Washington Business Journal* 2008 Fastest Growing Companies. For more information, visit [www.apptix.com](http://www.apptix.com) or follow [www.twitter.com/apptix](http://www.twitter.com/apptix).