



Search Mojo Saves 42% with Apptix's Hosted VoIP

In Challenging Economy, Search Mojo Analyzes and Validates One-year ROI Advantage of Hosted Exchange Email and Hosted VoIP Business Phone Solutions for their Small Business

Herndon, VA –May 13, 2009 – Apptix (OSE: APP), the industry-leading provider of hosted Microsoft Exchange email, VoIP phone service, and SharePoint collaboration services for small and medium businesses (SMBs), today announced that Search Mojo, a Virginia-based Search Engine Marketing (SEM) firm, saved 42% in capital and recurring service costs with Apptix hosted business VoIP compared to a traditional PBX system, when measured over a one-year period.

In Q1, 2009 – in light of the difficult economy – Search Mojo proactively conducted an extensive IT analysis of its vendor relationships to determine the return on investment from each. The cost comparison of what Apptix's hosted VoIP versus a traditional PBX phone system saved this small business over a one-year period was considerably more than expected.

“Even with our own clients, we see an increased need to continually improve ROI in this time of economic uncertainty for businesses. In our investigation, we were pleasantly surprised to learn that our relationship with Apptix has produced such a healthy business return,” said Search Mojo president and CEO Janet Driscoll Miller. “Small business leaders don't care only about their bottom line, they also care about avoiding headaches. In some cases, the best solution might cost more, but it's more beneficial if it saves time and ensures efficiency. In our cost, productivity, and efficiency analysis of Apptix, we confirmed that its services were – and continue to be – the right decision for our business.”

Via its MailStreet subsidiary, Apptix provides Search Mojo with reliable business communications services – hosted VoIP as well as hosted Microsoft Exchange and mobile email supporting multiple device types. Using the combination of hosted VoIP and Exchange, Search Mojo gets a cost-effective, reliable, robust email system coupled with a flexible, location-to-location phone system that is always available – whenever customers call, regardless of where employees are located.

Search Mojo's recession-driven IT analysis also found that Apptix's hosted solutions:

- **Improved Communications by Uniting its Remote Offices.** With 25% of its staff working remotely, Search Mojo's phone and email systems must connect everyone. Apptix hosted VoIP enables quick, simple extension dialing, and Exchange email unites the team, regardless of location.
- **Provided Easy, Hassle-free Setup.** Apptix technicians listened to requirements, walked Search Mojo through the set-up process, and recommended a configuration to align with their specific business needs. After Apptix set up VoIP phones and routers for every decentralized employee, each could quickly plug-and-play.
- **Enabled Efficiency.** For Search Mojo, key benefits of hosted Exchange and mobile device service include efficiency-building features, such as task and calendar sharing. Search Mojo employees know where busy, traveling colleagues are located, what they are up to, and when they are available. Staff can schedule meetings quickly, update tasks to meet project deadlines and deliverables, and access all of this data from a remote device or desktop.
- **Delivered Superior Customer Service.** “My customer service expectations are so high, they are usually not met,” said Miller. “In my experience with Apptix – be it hosted Exchange, mobile devices, or hosted VoIP – expectations have been exceeded. I cannot say enough good things about Apptix's track record in customer service.”

"Small-businesses like Search Mojo have countless daily challenges, and today's economic climate only compounds the complexity of running a successful enterprise," said Chris Damvakaris, vice president of sales and marketing, Apptix. "Search Mojo's results are further validation that hosted services provide the enterprise-class capabilities with significant cost savings and the system management savvy small businesses leverage for a competitive edge."

To learn more about Search Mojo's experience with Apptix's hosted solutions, visit:
www.apptix.com/customerstories.

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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 over 20,000 companies 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 Messaging (IM) via Microsoft Office Communications Server (OCS) 2007; Online Backup by EMC's Mozy; mobile messaging (including BlackBerry & iPhone); email compliance and archiving; and an Online Presence solution that includes domain registration, DNS hosting, Virtual Private Servers (VPS), and Website hosting. 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.