

## **WOW! Business Simplifies and Expands Business Voice Services**

*Regional Cable Operator Introduces Flexible, Easy-to-Manage Hosted VoIP Services for SMBs and Enterprises in Illinois, Michigan, Indiana and Ohio*

**ENGLEWOOD, CO** – (Oct 2, 2014) – [WOW! Business](#), a communications and cloud service provider, today introduced simpler, easier to use managed hosted VoIP services that enable businesses to realize the cost savings and convenience of a cloud-based VoIP service while still getting the advanced phone features and benefits they want.

The new WOW! Business hosted VoIP services are available for small- and mid-sized businesses (SMBs) and enterprises in Illinois, Michigan, Indiana and Ohio, and add to the expanding portfolio of Ethernet, SIP trunking, cloud computing and other services the cable operator provides in the Midwest and Southeast U.S.

Virtually all businesses, regardless of size or industry, need reliable phone service that also allows them to take full advantage of ‘find me, follow me’ technology so employees can be more accessible and provide the best customer experience possible. According to a 2014 Infonetics forecast, [VoIP and unified communications](#) services are expected to grow to an \$88 billion market by 2018.

“Hosted VoIP is an important part of our Internet, voice, data and cloud strategy as we continue to aggressively roll out new communication services to SMB, enterprise and wholesale customers in the markets we serve,” said Brad Cheedle, senior vice president of WOW! Business. “We recognize the value a high quality, but simple, hosted VoIP service can offer to businesses, and believe our new hosted VoIP services -- delivered over our own local fiber assets and backed by local customer support – stand apart from the rest.”

### **WOW! Business Hosted VoIP**

WOW! Business hosted VoIP services eliminate the need for SMBs and enterprises to buy and maintain their own phone equipment, cutting capital expenses while enabling each individual user experience to be easily administered and managed. All without the worry of maintaining equipment onsite or pushing updates or patches after hours.

#### **Key Benefits**

- Reduces IT costs
- Fiber-based, with network-level QoS

- Web portal makes it easy for businesses to administer and tailor phone settings for each individual user
- Utilizes unified communications' find-me/follow-me capabilities
- Highly stable and easy to configure
- Integrates with data
- Simple, flexible packages eliminate confusion and complexity to improve customer experience
- Fast, easy installation

“Hosted VoIP is an excellent cloud-based alternative to a PBX or key system because it’s delivered as a monthly service, allowing businesses to take advantage of new and advanced calling features without incurring capital or maintenance costs,” said Dave Cunnison, voice services product director for WOW! Business. “Unlike other providers, we deliver hosted VoIP using WOW! Business owned and operated local fiber loops. That means better call quality and reliability, and the bandwidth capacity to scale as needed.”

The new WOW! Business hosted VoIP services complement a hosted VoIP service available in Alabama, Florida, Georgia, South Carolina and Tennessee.

WOW! Business provides IP-based network, data, voice and cloud services for small and mid-sized business, enterprise, government and wholesale customers. The company owns and operates more than 42,000 miles of local fiber-optic and coaxial networks in the Southeast and Midwest, along with data centers that provide customers with scalable, low-latency access to national carrier backbones.

To learn more about WOW! Business SMB, enterprise and wholesale services please visit [WOW! Business](#).

#### **About WOW!**

WOW! Internet, Cable and Phone is one of the nation's leading providers of Internet access, phone and cable TV serving the residential, business and wholesale carrier communities in Illinois, Michigan, Indiana, Ohio, Kansas, South Dakota and the Southeast. WOW! Business provides services exclusively to the commercial sector with voice, VoIP, Internet and cloud services over its own network. The company is dedicated to delighting customers with friendly, quality service at affordable prices. WOW! is privately held and controlled by Avista Capital Partners. For more information, please visit [WOW! Business](#).

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#### **Media Contacts:**

Erica Stull  
WOW! Business  
(720) 479-3515  
[estull@wideopenwest.com](mailto:estull@wideopenwest.com)

Wendie Larkin  
Calysto Communications  
(978) 969-2886  
[wlarkin@calysto.com](mailto:wlarkin@calysto.com)