



## **WOW! Business Delivers New Broadband Voice and Data Services for Detroit Businesses**

*Local Cable Operator Revs Up Competition for Ethernet and SIP Trunking Services in the Motor City*

**DETROIT, Mich.** – (April 8, 2014) – [WOW! Business](#), a communications and cloud service provider serving the Detroit area since 1996, is driving competition for broadband business services in the Motor City with the introduction of Ethernet and Session Initiation Protocol (SIP) trunking services.

“The addition of WOW! Business fiber-based Ethernet and SIP trunking services gives thousands of metro businesses a new option to lower IT costs and enhance productivity,” said Brad Cheedle, senior vice president of WOW! Business. “Detroit businesses expect to have competitively priced alternatives for the voice, data and cloud computing services they need to be successful, and that’s exactly what our expanded portfolio of broadband voice and data services offers.”

The WOW! Business Ethernet service reduces IT costs while providing much greater bandwidth for voice, data and cloud computing services. The scalable service delivers speeds up to 10 Gbps, is less expensive than other data networking options such as T1 lines, and can be turned up quickly using a single fiber connection.

Additional WOW! Business Ethernet benefits include:

- Four levels of Class of Service
- Network performance visibility through WOW’s Customer Monitoring Tool
- E-Line, E-LAN, and E-Tree configurations

WOW! Business SIP trunking is a burstable voice service, enabling business customers to better manage their network calling capacity and accommodate traffic spikes.

Additional WOW! Business SIP trunking benefits include:

- Dedicated voice bandwidth that does not contend with other applications, unlike other voice services such as integrated T1

- Availability of multiple call capacity packages that, when combined with the ability to burst, help customers ensure that they aren't purchasing excess capacity
- Configurable as either SIP or Primary Rate Interface (PRI)

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 over 42,000 miles of local fiber-optic and coaxial networks in 19 U.S. markets, along with data centers that provide customers with scalable, low-latency access to national carrier backbones.

To learn more about WOW! Business data, voice and cloud services for businesses please visit [www.WOWforBusiness.com](http://www.WOWforBusiness.com) or [www.wowway.com](http://www.wowway.com).

### **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 [www.WOWforBusiness.com](http://www.WOWforBusiness.com) or [www.wowway.com](http://www.wowway.com).

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