

CallTower Buys Appia

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Enterprise unified communications and collaboration solutions provider CallTower acquires Appia Communications, a developer of cloud-based applications and communication services.



CallTower says the acquisition allows it to deliver a broader range of services and solutions to a combined customer base counting around 150000, as well as new business customers of all sizes. As it puts it, "the combination further broadens employees, shareholders, partners and customer's overall value while strengthening CallTower communication service offering."

"Our goal has been to enhance our product and service offering with an additional hosted PBX platform, contact-center product and new SIP service," the company adds. "Appia is very complementary to our current offering and will provide our partners more to cover all their customer needs."

Post-acquisition Appia partners retain the same channel contacts for sales, support and implementation. In addition, partners get their portfolio expanded with hosted Microsoft and Cisco UC solutions with several key integrators.

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