



Contact:

Jackie Funk

Aptela

T: 703.386.1500 ext. 9206

E: jfunk@aptela.com

Gateway Grows Business with Aptela

Year-Old Debt Recovery Company Upgrades to Aptela's New v5.0 Platform

Herndon, Va., June 10, 2010 — Aptela, a leading provider of business-class phone service for small businesses and mobile professionals nationwide, today announced that Kenmore, NY-based Gateway Recovery Associates has upgraded its hosted VoIP service to Aptela's new v5.0 platform.

"New businesses need to manage their overhead costs. But at the same time, they need the flexibility to grow quickly and take advantage of business opportunities," said Jackie Funk, Senior Director of Marketing for Aptela. "With Aptela's hosted VoIP solutions, small start-up companies can scale up their communication tools within minutes."

Gateway Recovery Associates opened its doors in 2009 and signed on with Aptela right from the start to take advantage of Aptela's competitive rates and service flexibility. "I could not have afforded to start my business without Aptela," said Sam Archie, Gateway owner. "If I had required landlines, I would have lost money."

Gateway uses Aptela's hosted VoIP solution to:

- **Manage high call volume**—Incoming calls are blasted to all employee extensions.
- **Enable telecommuting**—Remote employees and telecommuters can seamlessly connect to the office - without anyone recognizing their remote work location.
- **Add and delete employees from the system immediately**—Archie can make changes to his Aptela account within minutes, meaning he only pays for the users and services he consumes.
- **Present a consistent image**—Every call carries the Gateway caller ID, even when the employee is calling from a home office.

Gateway currently has 29 collectors and plans to double that number over the coming year. Gateway recently upgraded its system to Aptela's new Aptela v5.0 high-definition calling platform, allowing the company to take advantage of even greater call quality and expanded features. With the expanded Call Blast capability, incoming calls now ring simultaneously at every collector's extension. Previously, calls could be blasted to only five extensions, which deprived some collectors



of the opportunity to answer incoming calls during internal call campaigns. "It's the quickest to the draw now," said Archie. "Everyone is on equal footing."

Aptela's phone service is designed to meet the needs of today's small business owner. The company's new platform has built-in flexibility to support the start-up entrepreneur, the mobile worker and small businesses with a distributed workforce. To download the Gateway case study, please visit our resource center www.aptela.com/resource-center. For more information about Aptela and its business-class phone service, please visit www.aptela.com/aptela5.

About Aptela

Aptela is a leading provider of business-class phone service, answering the communication and collaboration needs of small businesses and mobile workers nationwide who seek a robust and easy-to-use solution. Aptela's v5.0 platform is extensible by design and easily integrated into the workflow of today's entrepreneurs and increasingly mobile workforce. Unlike traditional telephony that is tied to a physical location, Aptela's service is delivered from the cloud and its features can be accessed—anywhere, anytime—through the Internet, traditional wire-line or mobile networks. Aptela was recently recognized as a 2009 Deloitte Technology Fast 500 company with a #78 ranking overall and a #15 ranking amongst telecommunications/network providers. Aptela is headquartered in Herndon, Virginia. For more information, visit www.aptela.com or call us at 800.994.4496. Follow us at www.twitter.com/aptela.

About Gateway Recovery Associates

Gateway Recovery Associates is a debt recovery business headquartered in Kenmore, New York.

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