



For Immediate Release

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FlexITY Renews Cisco's Master UC Specialization

RICHMOND HILL, ON (March 26, 2012) – FlexITY, an award-winning enterprise provider of Cloud Solutions, Unified Communications, Data Centre Technologies and Managed Services, announced today that it has renewed their Cisco Master Unified Communications Specialization, for the third straight year.

“The renewal of our Cisco Master Unified Communications Specialization is evidence of FlexITY’s expertise and ongoing commitment to help our customers transform cost centers into adaptive workspaces by utilizing unified communications to enhance collaboration,” said George Thorogood, vice president of professional services for FlexITY. “This differentiates us as a leading unified communications and network integrator.”

The recognition keeps FlexITY in elite company, as Cisco awards its Master Specialization to channel partners that have the most in-depth technology skills and have demonstrated customer success in selling, deploying and supporting sophisticated Cisco Unified Communications solutions. The Master Unified Communications Specialization is awarded only to Cisco partners having already attained the Advanced Unified Communications Specialization.

Specific requirements met by FlexITy include:

- **Customer success:** a minimum of five references that demonstrate the successful delivery of integrated, unified communications solutions and applications in areas such as contact center, unified messaging, rich media, mobility, and presence solutions.
- **Technology expertise:** additional technical requirements, such as additional CCIE certified individuals (CCIE-Voice, for example), industry-recognized project management credentials, and Cisco and third-party application integration experience.
- **Services capability and methodology:** has provided comprehensive services assessment across the Cisco Lifecycle Services phases, including ISO prescribed skills for the operational phase and post-implementation support (with Day 2 troubleshooting and solution optimization).

“Of Cisco’s 15,370 North American partners, less than one percent hold the Master Unified Communications Specialization,” said Ron Stewart, FlexITy’s executive vice president of sales and marketing. “This achievement not only highlights our breadth of expertise and proficiency in advanced unified communications, but validates to Cisco and our customers that our processes, from in-depth sales consultations through comprehensive support services, are exceeding the standards of our industry.”

As more and more companies move to make collaboration easier, unified communications becomes a central set of tools for making it a reality. FlexITy, and its operating subsidiary FlexTEL, has a history of providing sophisticated, value-added unified communications solutions to both mid-market and enterprise clients alike.

“To help turn the promise of unified communications into a strategic advantage, customers are demanding an enhanced set of skills and capabilities from channel partners,” said Richard McLeod, senior director of collaboration for worldwide channels at Cisco. “FlexITy’s investment in the Master Unified Communications Specialization ranks them among the industry’s elite.”

About FlexITy

FlexITy Solutions Incorporated (FlexITy) is a leading provider of voice, data, and converged and managed services for businesses throughout Canada. FlexITy's approach aligns best practices with its industry acumen to deliver unprecedented results for its clients, reducing costs and optimizing critical infrastructure management. FlexITy offers a broad range of products and services including infrastructure design, implementation and support, security and compliance solutions, Unified Communications, Managed Services and Data Centre integration including enterprise storage, virtualization, and disaster recovery. FlexITy's products and services are trusted by leading healthcare organizations, financial service firms and telecommunications providers, ranging in size from mid-sized companies to the Fortune 500. FlexITy is headquartered in Richmond Hill, Ontario, with consultants throughout Canada. Experienced People. Advanced Technologies. Powered by Passion. For more information, visit flexity.ca , or call 866.779.FLEX (3539).

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About Cisco

Cisco (NASDAQ: CSCO) is the worldwide leader in networking that transforms how people connect, communicate and collaborate. Cisco Canada Co., a wholly owned subsidiary of Cisco, has offices across Canada dedicated to customer support, sales and service.

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