



THE VERTICAL DIFFERENCE

It's what's inside that counts.

SEAMLESS MIGRATION TO NEXT-GENERATION COMMUNICATIONS



In today's enterprise communications environment, there are few—if any—technological advantages that vendors have over each other. There are, however, significant differences among enterprise providers in the way they deliver their solutions to the marketplace.

All providers offer a communications platform that incorporates the core telephony feature set. Some enhance their offerings with a limited subset of functionalities, such as a baseline call routing product, unified messaging, or an auto attendant feature. But no telecommunications vendor other than Vertical incorporates such a wide range of business-productivity tools into its core platforms for a truly unique, unified communications (UC) solution for virtually any business.

At Vertical, we don't just provide a platform; we deliver a solution.

The Communications Tools You Need, There When You Need Them

Vertical's *Application Ready* architecture enables multiple applications to reside on a single appliance, including:

- Desktop Call Management for Any Device
- User Presence & Status Information
- Mobility
- Secure IM
- Call Recording
- Visual Voice Mail
- Integrated Softphone



Wave IP 500



The Vertical Difference: It's What's Inside That Counts

Vertical is changing expectations with a compelling approach to business communications that enables customers to migrate simply and seamlessly to the next-generation of UC services. With an extensive array of advanced communications technologies embedded directly in its core platforms, Vertical provides customers with a single appliance to easily access and cost-effectively leverage advanced applications and system functionalities as their business needs dictate, so they don't have to settle for less than they would with competitive proprietary systems.

Vertical has a proven reputation for developing industry-specific solutions to serve the unique requirements of customers in Retail, Health Care, Financial Services and other markets, as well as the ability to create customized applications designed to improve customer satisfaction and operational efficiencies for end users in any environment.

The Perfect Platform for Any Size Solution

Vertical UC solutions were created to be simple to install and easy to use. We offer the only IP PBX with integrated business applications that can be dynamically

deployed in a single system. This results in quick adoption rates and increased functionality significantly greater than our competition, and at a lower cost. Vertical's simple licensing model gives customers more features and applications, with no hidden "add-on" charges for additional hardware and software.

The perfect platform for growing enterprises, the Vertical Wave IP is the only true hybrid system available with fully functioning UC capabilities. Wave IP comes complete with embedded telephony, collaboration, presence management and secure enterprise mobility applications and access to cloud-based services, that are easy to use and deploy. Everything is built-in on its unique *Application Ready* architecture, including both the award-winning ViewPoint desktop UC client and Wave ViewPoint Mobile application, so you can extend the Wave's full communications capabilities to anyone in your organization, anywhere, whether they're in or out of the office. The Wave's integrated business and voice applications are supported on a variety of endpoints, including IP, digital and cordless DECT phones, as well as "bring your own" smart mobile devices.

Switching to a robust VoIP system may be a challenge for some companies, so for smaller companies who think big and are looking to migrate to IP-based systems, a Vertical MBX IP or Vertical SBX IP system can help you start to tie together traditional endpoints, IP endpoints and SIP trunking all in one system. Not only does this save significant money in the short term, it also allows you to deploy VoIP at your own pace. And as you grow, Vertical offers an easy migration path from MBX IP and SBX IP to Wave IP, so your phone system can grow with you.

A Different ViewPoint on Mobility

"Vertical Communications has a well-deserved reputation for delivering powerful and innovative communications technologies that can be easily accessed by customers. ViewPoint Mobile continues this heritage by giving businesses a very attractive, practical and cost-effective vehicle to extend rich communications functionalities to all users across the enterprise."

Robert Arnold
Program Manager,
Frost & Sullivan
UC & Collaboration
Practice



Wave ViewPoint Mobile – the only mobility application that comes standard – delivers Wave's full suite of advanced integrated applications anywhere you need to be.

About Vertical Communications

At Vertical, we don't just provide a platform; we deliver a solution. We're changing expectations, with a unique approach to business communications featuring an extensive array of advanced communications technologies embedded directly in our core platforms to give customers a simple, seamless way to migrate to next-generation communications services.

Vertical provides customers with the ability to cost effectively leverage advanced applications and system functionalities as their business needs dictate, so they don't have to settle for less than they would with competitive proprietary systems. Our simple licensing model gives customers more features and applications at costs far lower than competitive offerings, with no hidden "add-on" charges for additional hardware and software.

Contact us and find out how Vertical can help drive your growth for years to come with the most powerful business communications applications and technology available today.

For more information on Vertical products and solutions, call 1-877-VERTICAL, or visit us at www.vertical.com.

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