

# Wave IP Business Communications Systems

Powerful.  
Flexible.  
Dependable.



 VERTICAL™

# Unified Communications for Any Business

Edge 5000 Executive Phone

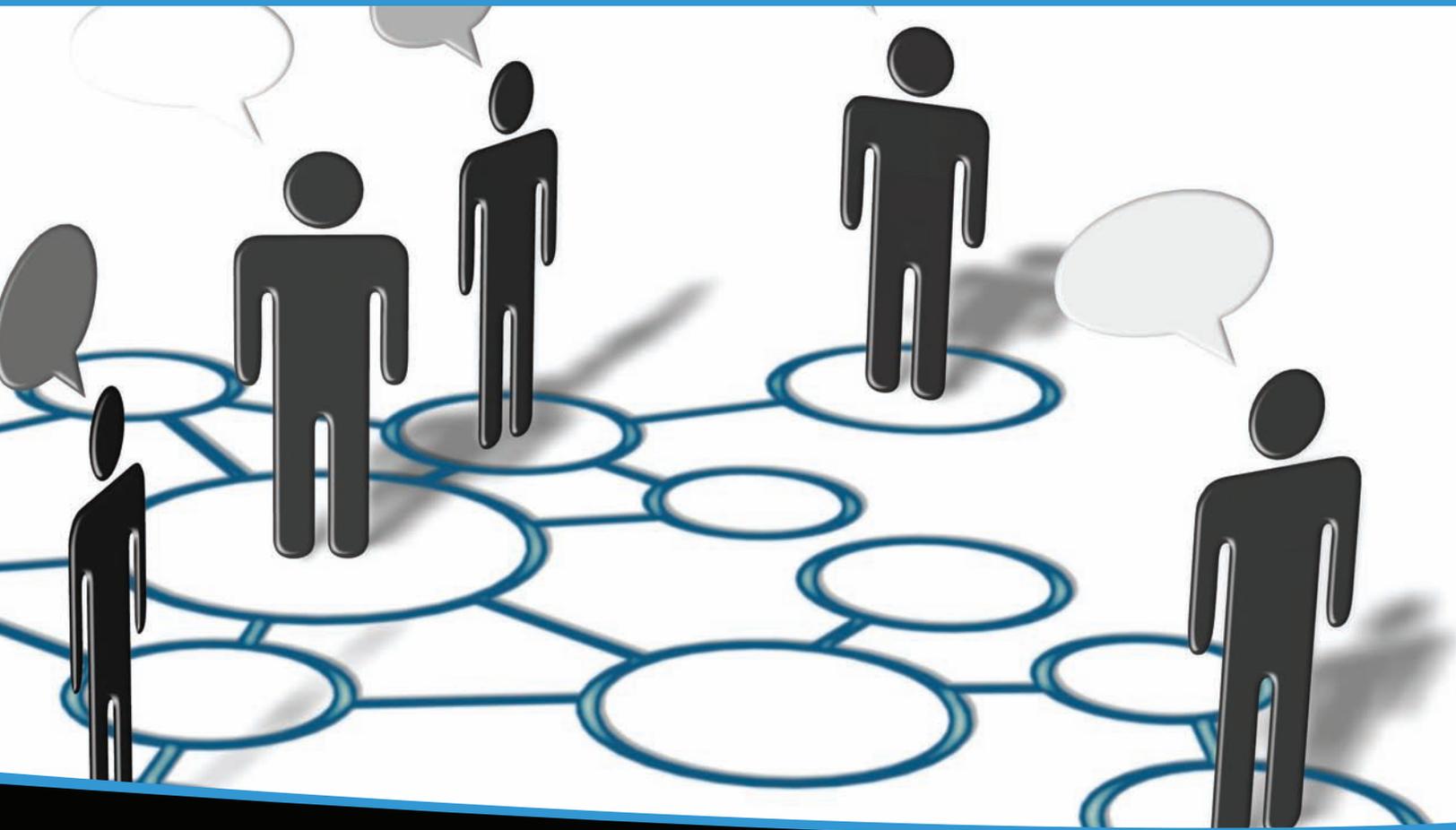


Vertical's Wave IP® Business Communications Systems deliver simple, powerful business telephony and voice applications that are easy to deploy and use. Wave IP drives increased collaboration and employee productivity, and can substantially reduce operating costs for businesses of any size – from small single-site businesses to large multi-site enterprises. Wave IP integrates desktop and enterprise applications in a streamlined system that is simple to deploy and manage.

*“Wave IP is setting the industry standard for Unified Communications with Mobile Extension, Secure Instant Messaging, Integrated Softphone, synchronous Microsoft Exchange Server and Web Integration – all as standard features, which enhance productivity significantly.”*

*Clyde Zimmerman,  
Principle of FiberCom and Founding member  
of NextGen*

# Unlock the Power of Unified Communications



If you are settling for just 'dial tone' – you're missing the point. Wave IP is much more than a phone system; it is a powerful Unified Communications system that offers easy to deploy and use voice applications that drive increased employee productivity and better customer service. Wave IP's unique *Application Ready* architecture with simple-to-deploy and manage software means Unified Communications can make sense for businesses of any size.

Wave IP offers comprehensive Unified Communications tools for every user, as part of the base user license, as a single server solution.

Thanks to Wave IP's unique *Application Ready* architecture, a single Wave IP server is all you need.

- Desktop call management for any device
- Mobility
- Secure instant messaging
- Integrated Softphone
- User Presence & Status Information (Multi-site)
- One-click Call Recording & Archive Browser
- Unified Messaging
- Microsoft® Exchange integration
- Visual Voicemail
- VIP Call Handling

# Reduce Operating Costs

## Realize the Cost Savings of SIP Trunking

SIP trunking is one of the biggest cost saving opportunities a company can achieve to reduce operating expenses. Compared to traditional PSTN trunks with DID and 800 numbers, a company can immediately save 30-50% off their monthly phone bill. Wave IP is certified with a number of different SIP providers.

## Manage Your Voice Systems Like Your IT Systems

Wave IP offers a robust Web-based administration console that can be accessed remotely and configured to provide alerts and alarms based on system status and performance. The Wave Global Administrator management console has over 50 applets covering configuration, user management, diagnostics, licensing and notification/alert management.

With Wave IP, integrating the dial plans and user data for a network of sites takes minutes. Our unique WaveNet networking application offers intelligent networking of sites that speeds deployment, makes managing dial plan a snap, and provides the redundancy and security you need to manage your network.

Edge 700, 24 Button Phone



Wave IP 2500 system for HQ and medium offices, supporting up to 500 users.

# Desktop Integration Increases Your Productivity

## **Intuitive Desktop User Interface**

ViewPoint® is a highly intuitive, feature rich desktop client that offers comprehensive Unified Communications tools to users. Desktop call control for any device, remote and mobile worker configuration, secure Instant Messaging, softphone, presence, call recording, unified messaging, Exchange integration and more – all for the price of a base user license.

## **Enhance Customer and Partner Loyalty & Retention**

ViewPoint enhances your relationship with customers and partners by boosting your responsiveness. For example, your most important clients may not know they have been designated as a VIP caller, but they will be aware that their calls are answered with a personalized response and always returned within a few minutes.

## **Support Compliance & Training with Call Recording**

Call Recording is a powerful tool supporting vital business functions like compliance, training, performance reviews and customer service. To record an outbound or inbound call, simply click the record button on the toolbar or have the system record calls automatically. Pause or resume recording as needed – and putting a call on hold automatically pauses recording. You can even add written notes or your own recorded comments and bookmark key moments in the recording for future access. With ViewPoint you can quickly and easily search your archived recordings for specific conversations.

## **Target Messages to Diverse Audiences**

Easily record and broadcast voice messages to groups or entire organizations, enabling prompt delivery of urgent or time-sensitive messages.

## **Treat Each Caller with a Personal Touch**

Create multiple voice greetings and set up custom routing rules through an intuitive GUI interface to define how each caller is handled, including VIP treatment, creating a custom experience for callers.

## **Take ViewPoint Features With You**

In an organization whose mobile employees have multiple phone lines, “follow-me” call forwarding ensures that an employee is always reachable – on any specified line – and always has access to the full range of Wave IP features. Customers only need to know one phone number for a given employee in order to reach that individual anywhere in the world.

**Manage your Voicemail Visually** through a simple, intuitive interface, letting you prioritize your messages at a glance. Listen to the most pressing voicemail first and add notes easily. Bookmark important sections of the message, such as an order or phone number, enabling rapid retrieval of vital information. Notes are included in forwarded messages for easy reference.

“We love ViewPoint and it is so user-friendly. We can easily setup call transfers onsite, to doctor’s cell phones, as well as to our other satellite facilities. Even transferring calls via just a phone set is much easier than it was our old phone system”

Kelly Scuggs, Business Manager, Leah M Fitch Southwest, Oklahoma Cancer Center

# Unified Communications for every user



Unlike other solutions that offer support for adding voice applications at a later date, but which require additional servers and other components — not to mention long deployment schedules and business disruption — Wave IP is unique in its *Application Ready* architecture. Wave's portfolio of voice applications is included "in-the-box" with every Wave IP system. You choose what you need, when you need it.

## **ViewPoint for every user.**

Base applications, such as ViewPoint with comprehensive Unified Communications, Call Recording, are included at no extra cost. Key features:

- Desktop call management for any device
- Mobility
- Secure instant messaging
- Integrated Softphone
- User Presence & Status Information (Multi-site)
- One-click Call Recording & Archive Browser
- Unified Messaging
- Microsoft Exchange integration
- Visual Voicemail
- VIP Call Handling
- Routing lists and call rules

**Auto Attendant:** Provide a professional call experience by directing prospects, customers and business partners to the right person or department, without the intervention or cost of an operator.

**Wave Global Administrator:** An intuitive Web-based management tool enabling easy system setup and administration, including diagnostic and monitoring capabilities.

**Wave Client API:** Integrate ViewPoint with 3rd party enterprise applications – CRM, billing, hospitality, pharmacy software suites and more. Anything you can do in ViewPoint you can do in your enterprise application by utilizing this comprehensive and easy to use API.

Wave IP 500 system for branch and small offices, supporting up to 50 users.



DECT Phone

## Add-on Applications

Optional add-on applications are preinstalled and ready-to run. They can be licensed and dynamically launched at any time. The free 30-day trial license lets you try each application before you buy.

**Wave Call Classifier:** Automatically profiles and routes calls based on caller data. Dramatically improve your customer service and competitive advantage with advanced call routing based on real-time lookup of customer data.

**Wave Contact Center & Reporter:** Optimized for any team with high call volumes such as technical support, inside sales and customer service. Wave Contact Center agents can be located wherever there is an Internet connection. Agents use the same ViewPoint application. Administrators maximize customer satisfaction and agent performance with enterprise-level contact routing and queuing. Advanced monitoring and reporting on virtually any aspect of contact center operations are included.

**Wave Voice Server:** This fully-integrated voice application server enables you to develop and deploy customer-friendly business-enhancing, self-service applications. As business needs evolve, use Wave Voice Server to create your own library of value-added voice-enabled applications.

**WaveNet:** Robust multi-site networking connecting thousands of users and hundreds of sites over IP/SIP networks. Network user data, dial plans, user status, voicemail and features.

**Wave Fax Manager:** In-bound fax server application integrated right into Wave IP.

“Using the WaveNet application we were able to quickly convert the discreet Wave IP systems in our network into one single communications system. Doing so was a very seamless exercise using the Wave Global Administrator and was accomplished through just a few simple mouse clicks! With WaveNet, our users can now call other users on a different Wave IP system as if they are on the same system. Using ViewPoint we can now see the status of different users all across the network. WaveNet is a great addition to the suite of applications on the Wave IP system.”

**Matt Tesdell, Vice President, Tesdell Electric Ltd.**



For more information or to place an order,  
contact your Authorized Wave IP Business  
Partner, call Vertical at 1-877-VERTICAL  
(1-877-837-8422) or visit  
[www.vertical.com](http://www.vertical.com)

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