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Vertical Communications Receives Frost & Sullivan Customer Value Leadership Award for ViewPoint Mobile 2.1

Enterprise Mobility Solution Recognized for Mobile UC Enablement in Retail Sector

Santa Clara, Calif., March 10, 2015—Vertical Communications®, a leading provider of business communications software and solutions, announced that it will receive a [2015 Customer Value Leadership Award for Mobile UC Enablement in Retail from global market research firm Frost & Sullivan for its groundbreaking ViewPoint Mobile 2.1 mobility application.](#) The latest release of Vertical's innovative enterprise mobility solution is being recognized for providing value to customers by enabling mobile users within retail and other mobile-centric environments to access the full functionality of the Vertical Wave IP™ unified communications platform via their Android and iOS devices. Frost & Sullivan will formally present the award to Vertical Communications Chief Executive Officer Peter Bailey at a black-tie gala tonight at the San Diego Hilton Resort in San Diego, Calif.

In evaluating Vertical and its competitors for the award, Frost & Sullivan gave ViewPoint Mobile an overall rating of *9.5 out of 10 in customer and business impact*, based on criteria including price/performance value, customer experience, financial performance and operational efficiency.

“We are extremely honored that Frost & Sullivan, one of the most reputable and sought-after thought leaders in technology, has recognized Vertical's ViewPoint Mobile solution with this award,” said Bailey. “Frost & Sullivan's independent research confirms Vertical's leadership position as a strategic technology partner to the retail industry. Our Wave platform technology, coupled with our customer-focused engagement model, enables us to deliver a tailored suite of applications that provides retailers with new, efficient workflows and innovative ways to enhance the customer experience.”

ViewPoint Mobile enables users to seamlessly access all the same call handling, IM, collaboration, presence management, directories and voicemail tools available through the Wave IP platform on their personal and corporate iOS and Android devices, from any location. In addition, ViewPoint Mobile 2.1 dramatically expands fixed-mobile convergence (FMC) capabilities for users. Through this technology, users can seamlessly toggle active calls between cellular and enterprise networks, giving businesses superior reliability, flexibility and cost savings.

“By enabling their store associates with proven mobility solutions, retailers are able to significantly improve their servicing of inbound customer calls, which drives improved customer experience and higher store sales, while at the same time allowing the retailer to realize significant efficiency gains and cost savings,” pointed out Dick Anderson, executive vice president and general manager of Vertical's retailer-focused business segment.

“Vertical's mobile solutions enable retailers to extend the operational and cost efficiencies that are among the core value propositions of unified communications, and ViewPoint Mobile 2.1 is

an excellent example of how businesses can address the growing demand for seamless connectivity to serve their mobile workers,” said Michael Brandenburg, industry analyst for Frost & Sullivan. “Vertical has found success in the retail segment by identifying the unique needs of the changing retail environment, as well as developing a licensing strategy to provide frictionless mobile adoption by its retail customers. By including mobile unified communications as a no-cost option with the Wave IP platform, Vertical lowers the barriers to mobile adoption inherent to competing platforms and licensing schemes. By offering mobile apps that UC-enable customer-facing retail employees, Vertical is not only improving worker productivity, but is also enhancing operations and business processes within the retail industry.”

About Vertical Communications®

Vertical Communications, Inc. is a provider of unified communications (UC) and IP telephony solutions and services to enterprise and business customers throughout North America and Europe. The Company’s flagship UC product—the Vertical Wave IP™—offers comprehensive integration into enterprise CRM, ERP, mobile and other critical enterprise systems, enabling companies to better communicate and serve customers; promote collaboration among employees and partners; as well as provide deep insights into customer communications through business intelligence and management tools. In addition, Vertical provides professional and managed services; project management; custom development; and deployment and enterprise support services. With a focus on Auto, Retail, Education, Health Care, Government and other customer-facing industry segments, the Vertical portfolio provides turnkey deployment and management of voice infrastructure, software, enterprise integration and ongoing support. Vertical is a privately held company headquartered in Santa Clara, Calif. Following its merger with Fulton Communications in June 2014, the Company is one of the largest national direct sales organizations in the U.S. with direct sales and service offices in over 25 metro markets, and, in combination with Vertical’s more than 250 channel partners, reaches customers throughout North America and Europe. For more information, visit www.vertical.com.

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