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Vertical Communications to Demonstrate Advanced Communications Technologies for Automotive Dealers at NADA Convention and Expo 2015

Leading UC provider will preview new cloud-based Vertical CRMLink solution, an integrated customer analytics and sales management interface that allows dealers to enhance customer service and improve workflows

Santa Clara, Calif., January 20, 2015 — Vertical Communications®, a leading provider of business communications software and solutions, will showcase its industry-leading suite of auto dealer-specific communications solutions at the NADA Convention & Expo 2015, January 22-25 at the Moscone Center in San Francisco. Highlighting Vertical's participation will be the preview of its new cloud-based CRMLink service, an innovative interface that connects Vertical Wave IP™ unified communications systems to leading customer relationship management (CRM) platforms. Vertical will be located in booth 6521W.

Vertical™ CRMLink is an easy-to-deploy, cost-effective service that allows auto dealers and other businesses to maximize their business intelligence reporting and analytics capabilities. CRMLink seamlessly connects Wave IP communications systems with several leading cloud-based CRM platforms, including Salesforce, Microsoft Dynamics CRM, and NetSuite. The solution logs all incoming and outgoing calls—including mobile calls, the industry's only such service to do so—to the appropriate CRM system, and allows users to customize call alerts and screen pops to reduce desktop "noise."

NADA attendees will also see hands-on demonstrations of Vertical's exclusive Wave IP Auto Bundle. Created specifically to serve the needs of automotive dealers, the Wave Auto Bundle is the industry's only embedded solution set with features including appointment reminder applications to help auto dealers keep service bays full and profitable; mobility tools with smartphone integration that reduce the need for overhead paging systems while providing staff with secure instant messaging and constant contact with customers; campaign tracker software to create and report on ad campaigns in-house while eliminating costly outside recurring marketing service fees; as well as features such as data-driven call routing, and call recording and logging capabilities. Vertical will also display a number of other solutions that address auto dealer needs, including its Wave Contact Center software and presence management tools.

"For years, Vertical has been recognized for its leadership in providing communications solutions that are ideally suited to serve the needs of automotive dealers," said Rick Dell, Vertical's chief operating officer. "We have made a significant effort to understand this market, and create offerings that we believe provide real value. We are eager to return to the NADA 2015 event, and share Vertical's vision in providing advanced communications technologies that will continue to meet the needs of auto dealers for many years to come."

Managed by the National Automotive Dealers Association (NADA), the NADA Conference and Expo is considered among the largest and most prestigious automotive industry events. The exposition hosts hundreds of companies that provide products and services specifically for dealerships. The conference includes general sessions with prominent keynote speakers, as well as topical education sessions to help members improve their operations.

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 -- 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 managed services, project management, custom development, deployment and enterprise support services. Together, the Vertical portfolio enables complete, turnkey deployment and management of voice infrastructure, software, enterprise integration and ongoing support. Vertical sells its products and services to business customers, with a focus on vertical markets including retail, health care, state and local government, and other customer-facing industry segments where customer experience is a primary focus. As a result of the Company's merger with Fulton Communications in June 2014, Vertical provides direct sales and professional services in over 25 U.S. metro markets. Combined with Vertical's more than 250 channel partners, the Company serves customers throughout North America and Europe. Vertical is a privately held company headquartered in Santa Clara, CA. For more information, visit www.vertical.com.

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