



FOR IMMEDIATE RELEASE

Vertical Communications and Ericsson-LG Partner to Launch Vertical Atlas, an Enterprise-Grade Telecommunications Platform

A virtualized communications solution delivering powerful, reliable, economical, and tailorable features for all business sizes.

Santa Clara, CA, August 28, 2017 - Vertical Communications®, a leading provider of business communications solutions, is partnering with Ericsson-LG to launch Vertical Atlas, an enterprise-grade, virtualized communication system. Vertical Atlas pairs Ericsson-LG's call management platform with Vertical Communications' rich voice applications to provide a powerful solution that scales from 100 to 1 million users.

Ericsson-LG's call management platform is currently used by Fortune 500 companies and government entities in 54 countries world-wide. Vertical Atlas integrates the call management platform's capabilities with the Vertical Cloud Connect Platform to enable rich voice applications, including intelligent call routing, business analytics, unified communications, integration with 3rd party databases, and advanced IVR solutions. The combination of Vertical Communications' application platform and the ability to handle thousands of users and remote locations, delivers a dramatic return on investment by reducing infrastructure costs, improving customer satisfaction, and automating voice workflows.

Each Vertical Atlas deployment is tailored to the customer's distinct business needs by Vertical Communications' experienced team of solution engineers. With its broad array of voice applications and scalability options, Vertical Atlas provides customers a comprehensive toolset to help drive staff productivity and improved customer experience. "Vertical Communications recognizes that our customers are unique, and therefore many of their business and technical requirements are as well. Our objective is to consistently deliver solutions tailored to each customer's needs that enable them to drive competitive advantage through significantly enhanced 'workflows,' particularly those that are 'customer-facing,'" said Dick Anderson, Chief Operating Officer.

Vertical Atlas also stands out as an economical offering. Customers only invest in the applications they need to simplify voice workflows and improve daily operations; increasing their scalability is just a matter of adding licensing. Vertical Atlas also offers support for digital phones in addition to IP handsets, which avoids the expensive cost of rewiring older facilities. The result is enterprise-grade capabilities at economical small and medium business prices.

Administered through a single web page, Vertical Atlas is a powerful toolset that runs on Virtual Machines (VMs) in the data center or the customer's location to meet any deployment scenario. With the ability to support from 100 to 960,000 users, with scaling up to 640,000 SIP trunks available, and the ability to handle 864,000 Busy-Hour Call Completions (BHCC), all business sizes can benefit from the powerful design of this enterprise-grade product.

To ensure reliability, Vertical Atlas includes the ability to deploy to standby VMs or geo-redundant clusters with failover to up to 16 separate data centers. Vertical Atlas also offers integration with the Vertical Summit PBX. Summit can serve as a local failover gateway at remote sites to enable support for continued operations in the event of any "last-mile" network failure. In addition, Vertical Atlas is highly secure, using military-grade security to protect critical communications.

"Vertical Communications can guarantee the manufacturer is on the job for any support ticket, because we are the manufacturer. With national reach and local service, Vertical Communications provides a complete range of solutions starting with the phone on the desk, the last-mile network connection, trunking services, enterprise PBX, remote and on-site service technicians, and every detail in between," said Peter Bailey, Chief Executive Officer. "Communication systems and support don't get any better than that."

For more information about Vertical's cloud and hybrid communications solutions, visit www.vertical.com, or call 1-877-VERTICAL.

About Vertical Communications

Vertical Communications, Inc. is a leading provider of communications platforms and applications that enable critical business workflows for enterprises across a variety of industries including retail, automotive, health care and hospitality. Our cloud and hybrid voice, WebRTC, mobility, messaging and collaboration solutions help some of the world's most successful companies improve efficiencies in daily operations, drive sales and deliver a superior customer experience. Vertical's award-winning products and solutions, combined with our highly customer-focused engagement model, make us a strategic partner for businesses looking to transform their operations with communications technology. For more information about Vertical Communications and our complete line of products built for How We Work Today, visit www.vertical.com.

About Ericsson-LG Enterprise

Ericsson-LG Enterprise is a leading provider of business communications solution with over 40 years of experience in the global market. Bringing its premium brand 'iPECS' in the market, Ericsson-LG Enterprise delivers a complete product lineup for Unified Communications from small to large-sized businesses, and establishes its strong position through advanced technology and diverse reference sites. Continuing our efforts, we aim to build the iPECS brand as the world's top-most enterprise communication solution provider.

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