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Vertical Communications Announces Availability of CRMLink

New cloud-based interface seamlessly links Vertical Wave IP™ systems with leading CRM platforms to integrate voice communications with business analytics for better business intelligence and performance

Santa Clara, Calif., January 22, 2015 -- Vertical Communications®, a leading provider of business communications software and solutions, announced the release of CRMLink, a new cloud-based service that integrates Vertical Wave IP™ unified communications systems with major web-based CRM platforms, including Salesforce, Microsoft Dynamics CRM and NetSuite. With CRMLink, businesses can automatically incorporate call records into their existing CRM and ERP solutions, resulting in a more comprehensive overview of customer communications to provide greater detail for better business intelligence, help enhance customer service and improve workflows.

CRMLink automatically logs all incoming and outgoing calls from the Wave IP -- including those from mobile devices via Vertical's award-winning ViewPoint Mobile application -- directly to an organization's existing CRM solutions. Screen pops and call alerts open to automatically generated call records in a user's CRM, and can be customized by user roles to better serve individual customers and expedite customer service.

As an always on cloud-based offering, CRMLink is a fast and inexpensive tool to use. CRMLink's simple web-based administration enables Wave IP customers to easily sign up and purchase user licenses as needed for a cost-effective monthly fee per user. It requires no hardware or software, and can be configured in a matter of minutes.

"The ability to integrate voice communications data—the lifeblood for many businesses—with a variety of customer and operational metrics associated with cloud-based CRM and ERP systems, will give organizations better insight into customer interactions and analytics, as well as to the performance of individual staff members and the company as a whole," said Peter Bailey, Vertical's chief executive officer. "The ability to combine these separate but essential data sources will help maximize the value that our customers derive from the Wave IP platform. We see CRMLink quickly evolving into a much sought-after tool that will be deployed by a variety of customers."

Vertical plans to expand CRMLink's list of interoperable, browser-based CRM platforms to include several market-specific solutions, such as those in the retail and automotive dealership sectors.

"Businesses of all types and sizes are carefully evaluating the use of data analytics to improve critical business processes like sales, operations and customer service," noted Robert Arnold,

principal analyst for global market research firm Frost & Sullivan. “Vertical’s CRMLink is a perfect example of a low-cost, high-value solution that will help organizations successfully identify and act upon the insights available through business intelligence.”

For more information and a 90-day free trial of Vertical CRMLink, visit www.vertical.com/crmlink.

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 over 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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