



FOR IMMEDIATE RELEASE

**Vertical Communications Earns Frost & Sullivan's 2012  
North American SMB Unified Communications Competitive  
Strategy Leadership Award**

*Honor Recognizes the Success of Vertical's Singular Licensing Program for  
Market Execution and Performance*

**Santa Clara, Calif., November 15, 2012**—Vertical Communications, a leading provider of business communications solutions, announced today it has received the 2012 North American SMB Unified Communications Competitive Strategy Leadership Award from global market research firm Frost & Sullivan. The award was presented to Steven De Korne, Vertical's vice president of marketing, at Frost & Sullivan's 2012 North American Excellence in Best Practices Awards Banquet, which took place November 8, 2012, at The Westin La Cantera Resort in San Antonio.

The 2012 North American SMB Unified Communications Competitive Strategy Leadership Award is based on a stringent set of criteria that evaluates how various best-in-class companies across the globe manage growth, innovation and leadership. Benchmarks include the company's ability to leverage competitive intelligence, execute competitive strategy, affect market share, establish competitive brand positioning and influence customer satisfaction.

Vertical's performance was appraised against competitors according to both quantitative and qualitative metrics specific to the Frost & Sullivan SMB unified communications market. The success of Vertical's flagship Wave IP unified communications platform, especially in the retail sector, played heavily into the results.

"We are proud that such a well-respected source as Frost & Sullivan has acknowledged Vertical's achievements in addressing real SMB market needs with relevant and cost-effective unified communications solutions," said Peter Bailey, chief executive officer at Vertical Communications. "Vertical is dedicated to delivering a robust, flexible and completely accessible unified communications platform to our customers. Our efforts to deliver the features and functions customers want—as part of a singular license—gives businesses the ability to leverage the power of unified communications according to their own business needs. This award certainly validates Vertical's approach and reinforces the appeal of providing a customer-centric solution that businesses can tailor to meet their own requirements."

"Many vendors in the enterprise communications arena recognize the increasingly sophisticated functionality demands of the SMB segment, but often present enterprise-scale architectures and pricing models that are ill-equipped to address the requirements of SMB operations," said Robert Arnold, senior analyst with Frost & Sullivan. "Vertical is unique in that

it has applied market experience and technical innovation to create a flexible, right-priced solution that gives SMBs both the robust capabilities and simplicity they require. Through execution of this strategy, Vertical is well-positioned to expand its reach and to find continued success against competitors in the tightly contested and increasingly important SMB sector.”

### **About Vertical Communications**

Vertical Communications, Inc. is a unified communications (UC) and IP telephony solutions provider for business-to-business communications. Vertical’s business communications systems provide the enterprise-class functionality necessary to deliver seamless connectivity, collaboration and mobility through smart, powerful telephony and voice applications that are simple to deploy and use, while substantially reducing operating costs. With more than 200,000 customers across all industries, Vertical solutions are distributed through a network of more than 3,000 authorized dealers throughout North America and in Europe. For more information, visit [www.vertical.com](http://www.vertical.com).

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