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Vertical CEO Peter Bailey to Deliver Keynote at ITEXPO Anaheim October 6

“The Next Frontier: Aligning Technology with Natural Workflows” will focus on strategies to align technology with business requirements; Vertical SVP Bobby Mohanty to participate in Enterprise Mobility panel

Santa Clara, Calif., September 28, 2015—Vertical Communications®, a leading provider of business communications software and solutions, announced that Peter Bailey, the company’s chief executive officer, will deliver a keynote speech at ITEXPO Anaheim, the largest business communications technology conference on the West Coast. The event is scheduled for October 5-9, 2015, at the Anaheim Convention Center in Anaheim, CA. Bailey’s presentation, “The Next Frontier: Aligning Technology with Natural Workflows,” will be delivered on October 6 at 12:45 p.m.

In his remarks, Bailey will provide an assessment of the current state of the communications technology sector, and the disruption that has resulted from new entrants in the space, including non-traditional software, cloud and online collaboration providers. He will then offer several strategies that traditional communications vendors should consider in order to remain relevant to evolving customer needs and interests.

“The accelerated pace of innovation, combined with a host of new vendors with a variety of experiences and perspectives in satisfying customer needs, has resulted in a complete shift in how businesses source their communications solutions,” explained Bailey. “If our industry is going to compete—and potentially thrive—in this new environment, then we need to recalibrate our approach by understanding what customers are looking for in terms of technology, and align our offerings with their natural workflows to deliver the value that customers demand.”

In addition to the keynote presentation, Bobby Mohanty, Vertical’s senior vice president and general manager for products, will participate in the panel session “What’s Next in Mobile UC and VoIP.” During the discussion, Mohanty will share various real-world scenarios where customers have successfully integrated mobility into their unified communications platforms, and will provide a variety of strategies businesses can use to successfully leverage mobile devices and applications in their operations. The panel is scheduled for 10 a.m. on October 6.

“We are delighted that Peter and Bobby will join us at ITEXPO Anaheim,” said Rich Tehrani, chief executive officer for Technology Marketing Corporation, and chairman of ITEXPO Anaheim. “Vertical’s unique go-to-market model and proven technologies have helped the company significantly grow its marketshare in recent years. I’m certain that our attendees will appreciate and benefit from their respective insights during the conference.”

About Vertical Communications®

Vertical Communications provides businesses with communications solutions for how we work today. We enable companies to better communicate and serve customers with voice, mobile and collaboration technologies that improve critical business workflows in today's Modern Enterprise. Find out more at www.vertical.com.

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