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Vertical Communications Introduces Vertical Cloud Connect™

New capability advances Vertical's evolution as cloud communications provider with easy access to cloud-based apps, microservices

Santa Clara, Calif., July 13, 2016—Vertical Communications®, a leading provider of business communications solutions, has unveiled [Vertical Cloud Connect™ \(VCC\)](#), a secure integration capability that allows businesses to customize their communications infrastructure and specific business workflows using Vertical's extensive portfolio of premise- and cloud-based communications apps and services. Through this capability, customers can create customized systems that address their current needs while providing a cost-effective and flexible path to adding future services as their business requires them.

Vertical Cloud Connect is an essential component of the Vertical One Framework™, the company's development and delivery ecosystem for cloud-based communications and productivity solutions. Running on the secure and highly scalable Amazon Web Services (AWS) platform, VCC allows businesses to future-proof their existing communications infrastructure by layering cloud-based versions of Vertical's industry-proven applications, microservices, productivity tools and APIs with business-specific third-party solutions. As a result, customers can quickly and cost-effectively roll out microservices and emerging features across their organizations, without relying on expensive and time-consuming IT resources.

Vertical Cloud Connect provides the following business benefits:

- Secure, ubiquitous access to business communications resources from outside the corporate firewall
- Flexible support for cloud or hybrid deployments to extend existing infrastructure lifecycle
- Rapid development of new apps and microservices via the cloud
- Simplified communications system management
- Customizable capabilities for specific workflows and industries, such as retail, automotive, hospitality and health care

"Vertical has always provided customers with rich communication platforms and applications that power critical business workflows," explained Peter Bailey, chief executive officer for Vertical. "Over the last few years, our strategy has been to move our call management platforms and application portfolio to the cloud, adding new microservices to provide our customers with even greater functionality. Vertical Cloud Connect is integral to this strategy. VCC streamlines deployment, increases scalability and improves the resilience of data and applications so customers can now create a more customized communications infrastructure that combines Vertical's existing and new cloud-based communications applications, microservices and productivity tools. We're very excited for what this means for customers and our ability to become even more responsive their needs, as well as reinforcing Vertical's position as a leader in cloud communications and workflow applications for the enterprise."



According to Robert Arnold, principal analyst for Frost & Sullivan's Connected Work research practice, Vertical's approach to improve access to cloud-based offerings should resonate with the marketplace.

"We're seeing a rapidly growing trend among businesses to integrate best-of-breed services and applications that meet their needs, regardless if they're located on premise or in the cloud," said Arnold. "The challenge is to identify a flexible infrastructure that can conform to specific use cases without having to undergo significant development and technology integration costs. The Vertical Cloud Connect mechanism represents a logical, cost-effective ecosystem that should help businesses configure the specific capabilities and services they need to improve their operations."

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.

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