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## **Vertical and Spectralink Bring Wireless/Mobile Communications Solutions to Retailers**

*Combination of Vertical's Wave IP platform and Retail applications with Spectralink wireless handsets delivers comprehensive communications services to large Retailers*

**Santa Clara, Calif., June 23, 2015** — Vertical Communications®, a leading provider of business communications software and solutions, and Spectralink, a global leader in wireless solutions for the workplace, have announced they will provide a comprehensive communications solution that leverages the industry-leading Vertical Wave IP™ platform and its retail-centric applications with Spectralink's popular line of 84-Series Wi-Fi phones. In addition, Vertical will align its development efforts with Spectralink's new PIVOT family of WorkSmart products. The combined offering will be available through both Vertical and Spectralink sales channels.

"We are very excited about our relationship with Spectralink for the development, marketing and sale of communications solutions to retailers focused on mobile-enablement and mobility-based workflows. Together, Vertical and Spectralink, as the respective market leaders providing communications platforms and wireless devices to the retail industry, are in a unique position to deliver solutions that enable retailers to utilize mobile and wireless devices to better serve customers and optimize workflows," said Peter Bailey, Vertical's chief executive officer. "Retailers are looking for ways to both enhance the customer experience and improve in-store efficiency; the use of mobile communications accomplishes both of those objectives."

According to Bailey, the increase in inbound and outbound communications with customers driven by the use of mobile devices, websites and social media, places new requirements on retailers to optimize communications workflows with new technologies. "The workflow optimization applications and devices available from Vertical and Spectralink put us in a unique position to address these needs with retail customers," continued Bailey. "This relationship furthers both our capabilities and commitment to helping retailers remain competitive and increase customer loyalty."

Regarded as the foremost provider of communications technology to major retailers, Vertical's customer list includes many of the nation's top retailers, including such recognized brands as CVS Health, Macy's and Ahold. The company is recognized for its wide array of innovations that enable retailers to streamline operations, enhance customer service, improve staff efficiency and lower operating costs.

Headquartered in Boulder, CO, Spectralink is recognized as an industry leader for its broad portfolio of purpose-built wireless handsets for businesses. With some three million handsets deployed globally, Spectralink products are in use in a variety of industries, including large retail installations.

"The fact that Spectralink and Vertical approach the retail sector with field-proven, complementary solutions is a distinct benefit for our customers," said Dan Mondor, chief executive officer of Spectralink. "Our combined ability to deliver an end-to-end solution that leverages retail-specific applications and mobility is just another example of our unique understanding of the retail sector and how we serve the sophisticated needs of major retailers."

### **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](http://www.vertical.com).

### **About Spectralink**

Spectralink – The WorkSmart Company – is the global leader in purpose-built wireless communications. Since 1990, Spectralink Corporation has deployed over 3 million purpose-built handset devices to customers around the world, enabling millions of workers to work smarter, with more efficient and reliable in-building communications. Spectralink solutions enable voice, texts, alarms, alerts, and key applications every minute of every day. They are highly interoperable with the leading enterprise call control, Wi-Fi access points and workflow applications. Headquartered in Boulder, Colorado and Horsens, Denmark, Spectralink brings productivity, reliability and ease of use to mobile workers everywhere. For more information, please visit [www.spectralink.com](http://www.spectralink.com) or call 303-441-7500.

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