



FOR IMMEDIATE RELEASE

**Vertical to Demonstrate Communications and Productivity Solutions for Auto Dealers at 2016 NADA Convention & Expo**

*Vertical Wave IP Auto Dealer Applications Suite enables dealerships to increase sales, streamline workflows*

**Santa Clara, Calif., March 28, 2016**—Vertical Communications®, a leading provider of business communications solutions, will exhibit its full portfolio of communications solutions for auto dealers at the 2016 NADA (National Automotive Dealers Association) Convention & Expo, taking place March 31-April 3 at the Las Vegas Convention Center. Vertical will be located in booth 3651C throughout the Expo.

The Vertical Wave IP™ Auto Dealer Applications Suite is a powerful platform that integrates with leading industry CRM and DMS packages to help dealerships streamline workflows and increase sales, CSI scores and service department revenues. Expo attendees will enjoy unique, role-based interactive demonstrations of the Wave IP Auto Suite, including the solution's mobility features, as well as analytics and marketing campaign tracking applications to help dealerships measure the effectiveness of their sales and customer service efforts.

“The auto industry is facing a number of challenges, none of which is more important than satisfying the consumer demand for fast, efficient service and accurate information. We help dealers do just that by enabling them to consolidate a number of rooftops into one, seamless organization through powerful communications technologies that streamline their critical business workflows,” said Dick Anderson, executive vice president for Vertical. “We look forward to meeting with dealers at NADA, and to demonstrating how our purpose-built auto solutions can substantially improve sales and move up their CSI scores.”

The NADA Convention and Expo is the premier annual conference for auto dealers, featuring 600 exhibitors presenting services and solutions for the automotive marketplace, in addition to networking opportunities and educational sessions.

For more information on Vertical's unified communications solutions and specialized applications for the automotive marketplace, visit [www.vertical.com](http://www.vertical.com), or call 1-877-VERTICAL.

**About Vertical Communications®**

Vertical Communications 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 many of the world's most successful companies improve daily operations, drive sales and deliver superior customer experiences. Vertical's

award-winning products and solutions, combined with our highly customer-focused engagement model, make us the perfect strategic partner for businesses looking to transform their operations through communications technology. For more information about Vertical Communications and our award-winning products built for How We Work Today, visit [www.vertical.com](http://www.vertical.com).

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Vertical Communications:  
Scott Taylor  
Vice President, Marketing  
408-404-1606  
[staylor@vertical.com](mailto:staylor@vertical.com)

Glenn Goldberg  
Parallel Communications Group  
516-705-6116  
[ggoldberg@parallepr.com](mailto:ggoldberg@parallepr.com)