

Because Not All Calls are Created Equal: Wave ViewPoint

THE VERTICAL WAVE™ ADVANTAGE

Vertical Wave changes the game for next-generation IP business communications. Wave's unique Applications Inside™ architecture offers an embedded portfolio of communications applications as part of a fully integrated IP solution – eliminating the need for costly additional servers. Powerful management tools make it easy to manage users, sites and applications.

Wave ViewPoint™ is a new breed of business communications application, offering breakthrough simplicity by presenting a range of productivity tools – desktop call management, unified messaging, visual voicemail, call recording, and presence management – in a remarkably simple and intuitive desktop interface. An integral part of the Wave IP 2500™ Business Communications Solution and its Applications Inside™ architecture, ViewPoint helps organizations of all sizes by improving customer service, streamlining productivity and enhancing communication with partners and colleagues.

SIMPLIFY COMMUNICATIONS

Traditional phone systems hide dozens of features behind hard-to-remember star codes and keypad combinations. ViewPoint represents a quantum leap forward for business communications because it delivers the power of Wave IP 2500 through its innovative graphical interface. You just click or drag-and-drop to make, receive, transfer or conference calls, or point-and-click to park or hold calls. Sophisticated business communications have never been easy or more accessible.

Employees can tap into ViewPoint's power with drag-and-drop ease and speed, avoiding steep learning curves and costly training. Even temporary workers with limited computer skills can perform basic calling actions in no time. Yet ViewPoint's feature set is rich enough to satisfy the most demanding power users. ViewPoint offers outstanding value with these advanced business communications capabilities:

- Presence Management
- Desktop Call Management
- Unified Communications
- Visual Voicemail
- Call Recording

Combined, ViewPoint delivers dramatic benefits to your organization.

The ViewPoint Call Monitor makes call management a breeze.

Just click to transfer or conference callers

Call recording is easily accessible

It's easy to make a call

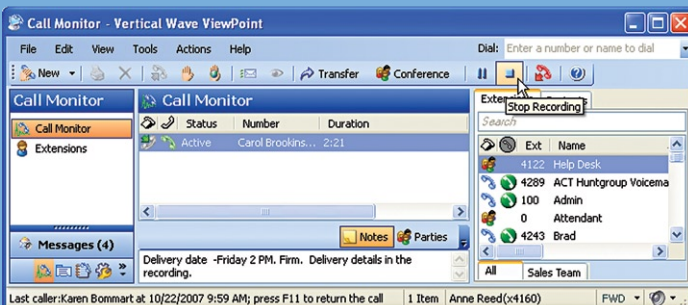
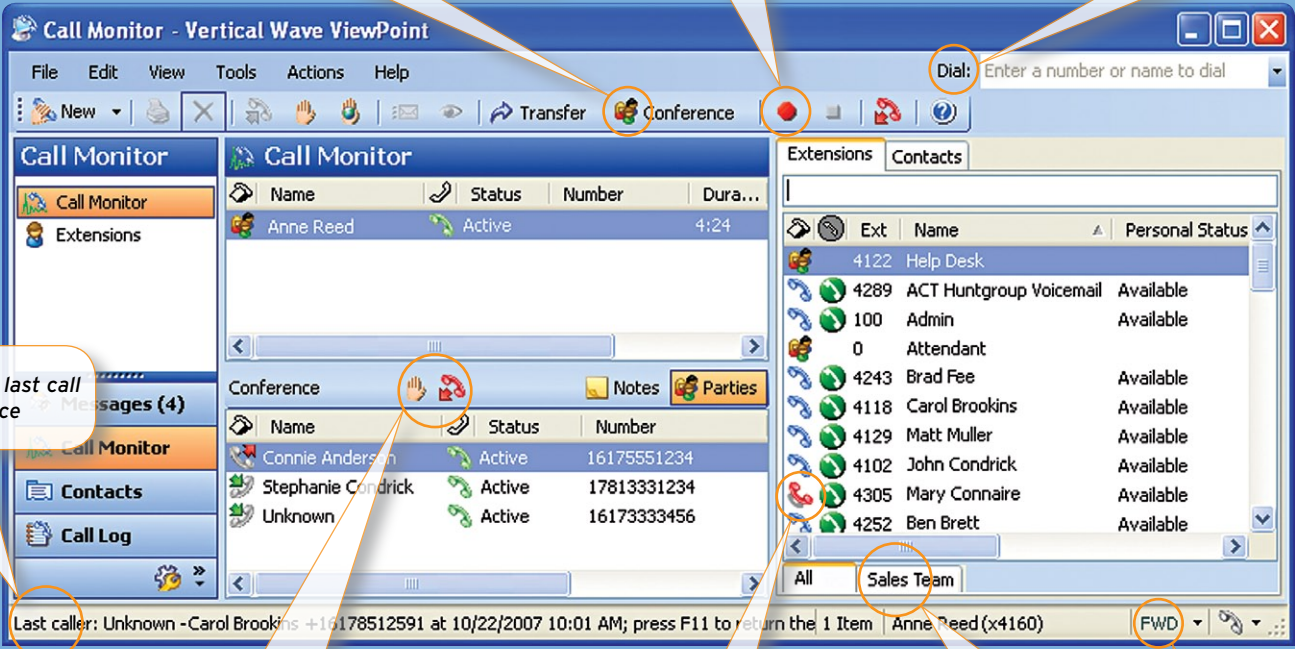
See your last call at-a-glance

Disconnect or put on hold individual conference participants

See who's available before transferring a call

See who in your workgroup is available

Forward your calls when you're out of the office



Call Recording is available with Wave ViewPoint at no additional charge. By adding your own text notes to a recorded call, you can identify key information from that call.



MANAGE YOUR VOICEMAIL VISUALLY

ViewPoint removes the mystery behind the blinking message light on your phone. How many messages are there? Which are most important? How old are they? Instead of forcing you to listen to each message sequentially, ViewPoint displays your voicemail visually, letting you prioritize your messages at a glance. You can listen to the most pressing voicemail first and add notes easily. Bookmark important sections of the message, such as an order or phone number, enabling rapid retrieval of vital information. When you forward messages to colleagues, your notes are included for easy reference. You can elect to receive email, pager or cell phone notification as new voicemail messages are received, making it easier to stay on top of key priorities even when you're away from your desk. ViewPoint helps you save time, improve customer responsiveness and accelerate business communications.

ENHANCE CUSTOMER AND PARTNER LOYALTY & RETENTION

ViewPoint can enhance your relationship with customers and partners by boosting your ability to be responsive. For example, your most important clients may not know they have been designated as a VIP caller, but they will be aware that their calls are answered with a personalized response and always returned within a few minutes. Your partners and suppliers will be impressed that your employees can initiate team conference calls "on the fly," without false starts and dropped calls.

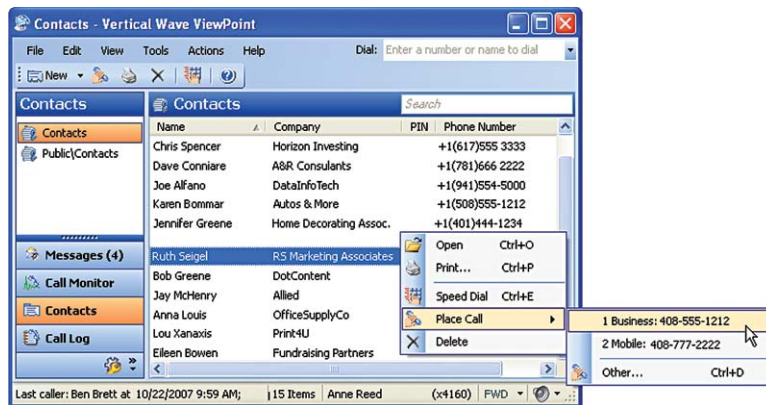
From	To	Number	Start Time	Duration	Left Message	Notes	Recorded by User
Carol Brookins	Anne Reed	4102	10/22/200...	4:06		Meeting notes soon	✓
Stephanie ...	Anne Reed	17032571991	10/22/200...	2:02		Important files on FTP!	✓
Brad Fee	Stephanie ...	4179	10/22/200...	:04			
Brad Fee	Anne Reed	4179	10/22/200...	5:19		Edits due Thursday	✓
Unknown	Stephanie ...	+8008107...	10/22/200...	1:00			
Unknown	Stephanie ...	Chris Brook...	10/22/200...	2:29			
Unknown	Stephanie ...	Chris Brook...	10/22/200...	2:29			
Dino Kazanis	Stephanie ...	4173	10/22/200...	:30			
Dino Kazanis	Stephanie ...	4173	10/22/200...	7:51			

Dino Kazanis - 10/22/2007 10:07:24 AM
Carol, Dino is going to buy 500 units! Here you go...

Last caller: Ben Brett at 10/22/2007 9:59 AM; press F1.1 to return the call

The ViewPoint Call Log keeps a helpful record of calls you've made or received. Right click on any item to return a call.

ViewPoint makes it easy to call any one of your contacts. Highlight any contact and click to select the right number.



SUPPORT COMPLIANCE & TRAINING WITH CALL RECORDING

Call Recording is a powerful tool that supports vital business functions like compliance, training, performance reviews and customer service. Yet adding this capability to a legacy phone system has traditionally required additional hardware and software, resulting in extra cost, complexity, integration issues, and employee training. With Wave and ViewPoint, Call Recording is included.

To record an outbound or inbound call, simply click the record button on the toolbar. Pause or resume recording as needed – and putting a call on hold automatically pauses recordings. You can even add written notes or your own recorded comments and bookmark key moments in the recording for future access. Recordings are easy to access as ViewPoint stores them in your Inbox so you can retrieve them from ViewPoint visually or from any phone. You can easily forward your call recordings to other Wave users, complete with your notes and bookmarks, email them to anyone, or export them as .wav or .mp3 files.

When Call Recording is this convenient and functional, it becomes an invaluable resource for your business. Service representatives can verify communications with customers or vendors to clear up misunderstandings. Recordings can be easily retrieved and forwarded to clients and colleagues or to an administrative assistant for purposes of transcribing. ViewPoint enables you to search quickly and easily through millions of archived recordings to pull up a specific conversation.

TREAT EACH CALLER WITH A PERSONAL TOUCH

ViewPoint lets you create multiple voice greetings and define how calls are handled, creating a more positive experience for callers. Personal statuses such as "Available," "In a Meeting," and "Vacation" inform the team of each employee's location and availability, while the Extensions View shows who's currently in the office or on a call.

ALWAYS KNOW WHO IS CALLING

Since not every call is created equal, ViewPoint offers powerful personalization capabilities, giving you the ability to assign unique PIN codes to your contacts so that you can identify them no matter where they call from or even if Caller ID is not available.



TAKE VIEWPOINT FEATURES WITH YOU

ViewPoint doesn't limit its call functionality to the office. In fact, it extends its highly-robust suite of business communications features to wherever employees are located. And since remote employees can use the Internet to access the Wave IP 2500 platform, they don't incur long-distance tolls, regardless of distance or length of call. With ViewPoint, you benefit from an extended, cost-effective communications infrastructure that is driven by business needs, not by hardware limitations.

In an organization whose mobile employees have multiple phone lines, "follow-me" call forwarding ensures that an employee is always reachable – on any specified line – and always has access to the full range of Wave features. This means a customer only needs to know one phone number for a given employee in order to reach that individual anywhere in the world.

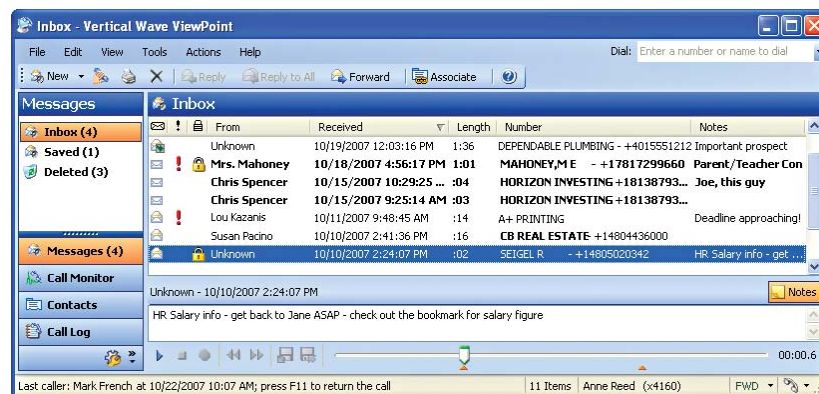
TARGET MESSAGES TO DIVERSE AUDIENCES

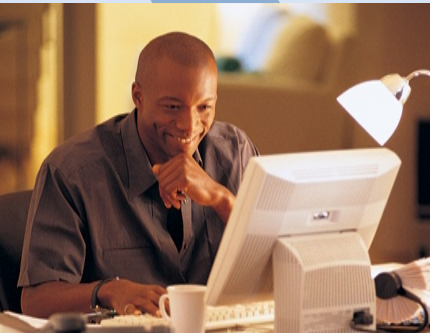
You can easily record and broadcast voice messages to groups or entire organizations, enabling prompt delivery of urgent or time-sensitive messages or reaching out to audiences that share a common role or interest.

THE COMPETITIVE ADVANTAGE OF SUPERIOR COMMUNICATIONS

Regardless of your organization's size or communications requirements, Wave ViewPoint offers an extraordinary value proposition. You'll communicate faster, easier, and more economically, boosting all facets of your business and ensuring a rapid return on investment. You'll leverage unified messaging and advanced call management capabilities to expedite sales, customer service, and corporate teamwork. With its unmatched feature set and extraordinary ease of use, Wave ViewPoint and Wave IP 2500 offer a high-value solution for improving workforce communications and achieving greater growth and success. By enhancing all aspects of voice communication, ViewPoint helps you increase customer loyalty and, in turn, benefit from repeat business and enthusiastic referrals.

Now you no longer have to listen to voicemail messages in the order they were recorded. ViewPoint makes it easy to listen to and act on messages based on business priority.





KEY VIEWPOINT FEATURES

Presence Management	Work smarter by knowing the status of colleagues – who's on the phone or out of the office – before calling, transferring or setting up conference calls.
Desktop Call Management	Using Wave ViewPoint's award-winning interface, improve productivity by tailoring communications to your precise needs.
Visual Voicemail	View, access, save, and forward messages more easily, ensuring prompt and prioritized handling.
Unified Messaging	Leverage the enterprise network and expedite messaging by offering voicemail on every user's desktop.
Call Recording	With a mouse click, record any call to support compliance, training and customer service efforts.

ABOUT VERTICAL

Vertical Communications is one of the largest telephony vendors in North America and a global leader in next-generation IP-based business communications systems and applications, with a current installed base of over 200,000 customers. Vertical combines voice and data technologies with business process understanding to deliver integrated IP-PBX and application solutions that enhance customer service and business productivity. Vertical's customers are leading companies of all sizes, from small to large and distributed, and include CVS/pharmacy,[®] Staples and Apria Healthcare. Vertical delivers its solutions through a worldwide network of over 1800 business partners.

