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Vertical Communications Receives 2017 INTERNET TELEPHONY Product of the Year Award

ViewPoint Web™ Recognized for Industry Innovation and Quality

Santa Clara, Calif., Mar. 25, 2017—Vertical Communications®, a leading provider of business communications solutions, announced today that TMC, a global, integrated media company, has named ViewPoint Web™ as a recipient of a 2017 INTERNET TELEPHONY Product of the Year Award. These awards recognize the most innovative and highest quality IP communications brought to market, or updated, in the past year.

“It gives me great pleasure to recognize Vertical Communications with a Product of the Year Award for 2017. I have always been impressed with their commitment to excellence and innovation,” said Rich Tehrani, CEO, TMC. “In the opinion of our distinguished judges, ViewPoint Web™ has proven to be among the best new IP communications clients available on the market. I look forward to continued innovation from Vertical.”

ViewPoint Web™ is a new browser-based application that enables users to leverage cloud-based microservices for real-time communication and collaboration capabilities. The integrated solution gives businesses a simple and efficient way to manage cloud-based communications services – including voice, video and IM – and other productivity tools to improve critical workflows. ViewPoint Web offers lower TCO for customers by eliminating client-side administration and configuration issues and allowing team members to participate in company communications workflows from any computer or mobile device without installing software.

Compatible with most browsers on iOS and Android devices, ViewPoint Web delivers WebRTC-based communication and collaboration tools, along with popular features like presence management, conferencing, archiving and embedded call recording of up to 300 concurrent sessions. It is integrated with existing Wave IP directories, enabling users in any location to quickly initiate secure, enterprise-quality voice, video and chat sessions directly through their browser with a single click – without the need to log in through a Virtual Private Network.

ViewPoint Web™ is the next step in Vertical’s continuing progression to leverage cloud technologies for the benefit of their customers. The company unveiled its Vertical One Framework in 2016, which detailed its plans to transition into the cloud services environment. The company followed this announcement with the release of Vertical Cloud Connect™, a secure, cloud-based infrastructure that allows existing customers to create customized systems by integrating premise-based solutions with best-of-breed cloud communications tools and services. ViewPoint Web leverages Vertical Cloud Connect to make deploying and managing the browser-based client simple and painless for Vertical’s customers.



“Innovations in cloud technology allow us to provide an entirely new generation of communication and collaboration features, microservices and capabilities used to drive critical workflows,” explained Vertical Chief Executive Officer Peter Bailey. “Through the highly flexible and integrated approach of the Vertical One Framework, our customers can access scalable and configurable applications like View Point Web to meet their changing needs while also providing a platform for easy deliver of future services.”

“Vertical Communications has been at the forefront in delivering communications technology that tangibly addresses business workflows, and has placed this same emphasis in developing its cloud services,” said Robert Arnold, principal analyst for Frost & Sullivan, a global market research firm. “In addition, the company has demonstrated its ability to effectively structure its solutions down to the micro-level, giving users the capabilities they need to perform specific tasks and job functions. This approach will be very appealing for businesses seeking a practical cloud deployment to improve 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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