



BIG DATA

MAKING YOUR BUSINESS DATA BETTER

 vertical™ CRMLink 

LINK YOUR VOICE COMMUNICATIONS WITH YOUR CRM FOR BETTER BUSINESS INTELLIGENCE

Online. Offline. Anytime. Anywhere.



Get bigger – and better – more valuable data out of your business communications with Vertical CRMLink.

CRMLink is a cloud-hosted service that transparently connects the Vertical Wave IP™ communications system with popular cloud-based customer relationship management (CRM) and enterprise resource planning (ERP) programs to automatically log all calls – including those from mobile devices via Vertical's award-winning ViewPoint Mobile application – directly to your CRM and ERP platforms for more efficient, cost-effective business intelligence gathering and reporting capabilities.

With CRMLink, you can:

- Automatically log all incoming, outgoing, even mobile calls directly in your CRM for enhanced customer data collection and more accurate call activity records, 24/7
- Increase effectiveness and value of your CRM with centralized call control and zero-effort user adoption
- Improve business reporting and analytics by logging all of your company's voice communications to existing CRM reports
- Enhance customer service and improve business workflows and performance

Try a Free 90-Day Trial!



- Integrates with Salesforce, Microsoft Dynamics CRM, NetSuite and ELEAD
- Completely cloud-based; no additional hardware or software needed
- Set up in minutes
- User access with simple monthly license fee; only \$10 per user/month
- Simple web-based sign-up and account administration

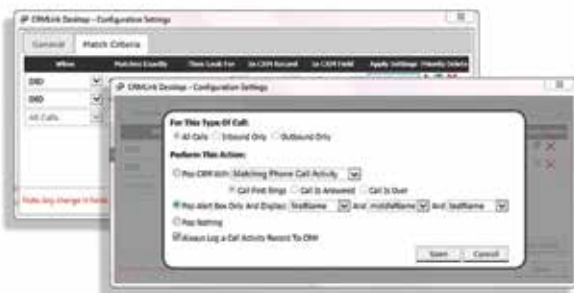


Zero-Effort User Adoption

The problem with most CRM systems is getting people to use them. With CRMLink, user adoption is effortless. Installation is easy, with just the click of an email link. And because all call data is automatically logged into your CRM, there is no need for users to manually enter separate call records.

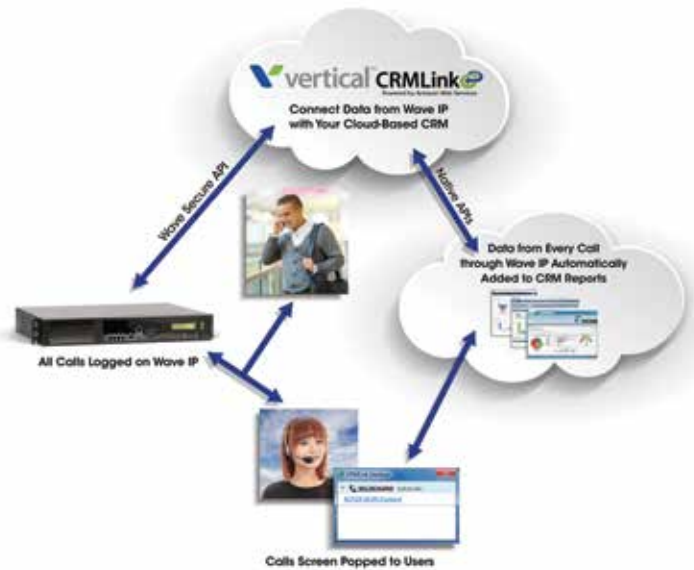
Increase the Value of Your CRM

CRMLink is always on, working even when you're not to capture vital customer data on every call. CRMLink automatically logs data including call participants, time, date and length of calls, and adds it directly to your



Simple set-up. With CRMLink's simple and highly customizable desktop configuration, you can match call data to wherever you store your customer information, no matter what field or record you use. It's also easy to change the behavior for handling individual calls. For example, have calls from your call center queue automatically open your CRM and create a call log, while keeping calls directly to your extension from doing either.

CRM. New and updated CRM records are automatically presented to users based on 24/7 call data, so when speaking with customers, they have the most complete and up-to-date information possible to better serve them. Call alerts and screen pops can be customized to open calls directly in the CRM to reduce desktop "noise."



Automatically link your CRM with all of your company's voice communications. CRMLink transparently logs every call through your Wave IP – incoming, outgoing and even mobile calls – directly in your own CRM system to provide you with more detailed customer data for more efficient, cost-effective business intelligence reporting and improved workflows.

“Businesses of all types and sizes are carefully evaluating the use of data analytics to improve critical business processes like sales, operations and customer service. Vertical’s CRMLink is a perfect example of a low-cost, high-value solution that will help organizations successfully identify and act upon the insights available through business intelligence.”

Robert Arnold, Principal Analyst
Frost & Sullivan

Low Cost, Simple Set-up

Vertical CRMLink runs entirely in the cloud, so installation is easy; no IT resources required! All you need is an open, publicly accessible connection to the Internet. Set up takes 20 minutes or less with no need to install anything on your Wave IP. It's easy to get started with CRMLink. Just go to www.vertical.com/vertical/crmlink for a free, 90-day trial and:

1. Create an account and buy your licenses.
2. Add your Vertical Wave IP and administrator details.
3. Add your Wave/CRMLink users.
4. Email the CRMLink Desktop installation link to your users and begin logging calls.

That's it! CRMLink's flexible and cost-effective licensing lets you add users and licenses as you need them, so there's no huge upfront costs, just \$10 per month per user!

Zero Effort Adoption

Direct Credit Card Purchase	Admin Setup <20 Minutes	Admin Sets Up User Templates	End-users just click on an e-mail link	Future updates happen automatically
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For more information on Vertical CRMLink, visit www.vertical.com/vertical/crmlink, call 1-877-VERTICAL, or contact an authorized Vertical dealer.

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