



FOR IMMEDIATE RELEASE

Vertical Communications to Showcase Advanced Communications and Productivity Solutions for Auto Dealerships at Digital Dealer 21 Conference & Expo

Hands-on demos of Vertical's specialized auto dealer applications give attendees customized experience in how to help dealerships increase sales, CSI scores and optimize workflows

Santa Clara, Calif., July 28, 2016—Vertical Communications®, a leading provider of business communications solutions, will display its complete portfolio of communications and productivity solutions for auto dealers at the Digital Dealer 21 Conference and Expo, scheduled for August 8-10 at the MGM Grand Hotel in Las Vegas. Vertical will be located in booth 113 for the duration of the Expo.

The Vertical Wave IP™ Auto Dealer Applications Solution is a powerful communications platform and suite of applications that integrates with leading industry CRM and DMS packages to help auto dealerships streamline workflows and increase sales, CSI scores and service department revenues. Vertical will offer attendees one-to-one interactive demonstrations where, based on title and responsibility, they'll receive a customized experience in how the Wave IP Auto Suite's mobility features, as well as analytics and marketing tracking applications that help dealerships quantify and evaluate sales and customer service efforts, can enhance their specific profit center.

"We're eager to meet with the attendees at Digital Dealer 21, and show them how our communications solutions can substantially increase sales and improve customer satisfaction scores," said Dick Anderson, executive vice president for Vertical. "Vertical Communications has been very successful in helping dealerships leverage advanced technology to positively impact these critical make-or-break metrics."

Digital Dealer 21 brings together hundreds of auto dealers, managers and technology vendors to share ideas and discuss how new innovations can help dealerships improve operations, satisfy customers and increase sales. The conference offers over 100 educational sessions, keynotes and forums. The Expo features some 120 exhibiting companies. More information can be found at www.digitaldealer.com/conference.

For more information on Vertical's communications solutions and specialized applications for the automotive marketplace, 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 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.

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Vertical Communications:
Scott Taylor
Vice President, Marketing
408-404-1606
staylor@vertical.com

Glenn Goldberg
Parallel Communications Group
516-705-6116
ggoldberg@parallepr.com