



FOR IMMEDIATE RELEASE

## **Vertical Communications to Showcase Auto Dealer Applications Suite at NADA Convention & Expo 2017**

*Leading Technology Provider Will Demonstrate Offerings That Enable Dealers to Increase Sales, Optimize Service and Build Brand Loyalty*

**Santa Clara, Calif., January 23, 2017** — Vertical Communications®, a leading provider of business communications solutions, will bring its proven auto dealer portfolio to the NADA Convention & Expo 2017, on January 26-29 at the Morial Convention Center in New Orleans, Louisiana. Vertical will provide show attendees with hands-on, interactive demonstrations of its highly successful Wave IP Auto Applications Suite, which incorporates numerous business communications and productivity tools that enable dealerships to increase sales, enhance customer service, track advertising, reduce operational expenses and improve profitability. Vertical will be in booth #3809 in Hall E throughout the exhibition.

Deployed by hundreds of dealerships around the country, the Wave IP Auto Applications Suite offers a number of advanced tools, including automated appointment reminders for sales and service departments; unified communications tools for both desktop and mobile devices; CRM integration; data-driven call routing capabilities; sales and marketing campaign tracking; and advanced call recording and call logging solutions. With the Wave IP Auto Applications Suite, auto dealers can convert phone calls into sales faster, lower operating costs and improve customer service and CSI scores.

“Vertical is at the forefront of delivering communications and productivity tools created specifically to help auto dealers improve several key operations metrics throughout their organizations,” said Kevin Butler, vice president, Vertical Market Solutions for Vertical. “We’re looking forward to demonstrating these proven technologies at NADA, and discuss with dealers how these solutions can make an immediate impact on their sales, service and profitability.”

For more information about Vertical’s cloud and hybrid communications solutions, visit [www.vertical.com](http://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](http://www.vertical.com).

###

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@parallelpr.com](mailto:ggoldberg@parallelpr.com)