



FOR IMMEDIATE RELEASE

**Vertical Communications' Praveen Mamnani to Speak at
Real Time Web Solutions Conference in New York**

*Vertical's Head of Product Management will join plenary
session, panel on real-time innovations for CEBP*

Santa Clara, Calif., July 27, 2016—Vertical Communications®, a leading provider of business communications solutions, announced that Praveen Mamnani, the company's head of product management, will join two panel sessions at the Real Time Web Solutions Conference. The event is scheduled for August 2-4 at the Kimmel Center in New York City. Mamnani will participate in the plenary session, "What Is Next in the Web Age of Communications?" scheduled for 1:30 pm on August 4, following his participation on the panel "Using the Real Time Web for Communications Enabled Business Processes." That session is set for 10 am.

Mamnani will provide insights on how Real Time Communications (RTC) can enhance business workflows in vertical industries. Among the topics he expects to cover include optimizing workflows to deliver rich customer service experiences over web and mobile in retail, automotive and health care environments. He will also discuss strategies for delivering real time web solutions for customers with an existing on-premise unified communications infrastructure.

"Real time communications over web offers businesses tremendous advantages in terms of creating differentiated consumer experiences and ubiquitous solutions for the mobile workforce that are flexible, easy-to-use and cost-effective," said Mamnani. "I'm looking forward to sharing Vertical's experiences and perspectives regarding this rapidly evolving technology at the Real Time Web Communications event in New York. We speak to a number of businesses and developers who are actively exploring the practical use of these offerings, and it's clear that events like this are absolutely necessary to help the industry understand the inherent value and opportunity that RTC offers."

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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