



FOR IMMEDIATE RELEASE

Vertical Communications Announces Strategic Relationship with ELEAD1ONE Automotive CRM Provider

Vertical CRMLink solution now an approved integration platform for ELEAD1ONE's cloud-based CRM Service

Santa Clara, Calif., June 24, 2015 — Vertical Communications®, a leading provider of business communications software and solutions, announced that it has entered into an approved product integration partnership with ELEAD1ONE, a major automotive software provider whose CRM platform is used in auto dealerships throughout the country. Through integration with Vertical's CRMLink solution and Wave IP communications platform, customers will be able to include comprehensive, real-time call data in ELEAD1ONE's CRM offering. Vertical's CRMLink is a cloud-based service that automatically incorporates call data from Wave IP phones, UC clients and mobile devices into a customer's CRM system.

Integration with ELEAD1ONE gives auto dealers seamless access to enhanced data gathering capabilities and features such as sophisticated call logging for both fixed-line and mobile calls, and simplified call search capabilities — powerful tools for expanding the breadth of business intelligence for dealerships, while enabling increased agent productivity and more efficient customer service through improved workflows.

“Vertical is a leading communications technology provider to auto dealerships, and we're excited to partner with ELEAD1ONE in providing an integrated communications solution to auto dealers nationwide. Auto dealers must compete through driving sales excellence and a great customer experience, and integrating call data into their CRM is another way they can manage and have visibility into the customer experience,” said Peter Bailey, chief executive officer at Vertical. “Overall, Vertical is focused on helping its customers better serve their customers through leveraging advanced communications technology and tools. Vital to this undertaking is integration into the critical data repositories and systems responsible for the management of and reporting on customer interactions. Strategic relationships such as that between ELEAD1ONE and Vertical are critical in delivering the tools dealerships and enterprises in any market need be more cost-effective, productive and competitive through communications technology.”

About Vertical Communications®

Vertical Communications provides businesses with communications solutions for how we work today. We enable companies to better communicate and serve customers with voice, mobile and collaboration technologies that improve critical business workflows in today's Modern Enterprise. Find out more at www.vertical.com.

About ELEAD1ONE

Six of the top ten dealer groups have chosen to partner with ELEAD1ONE, the most intelligent and intuitive dealership software available in today's automotive market. ELEAD1ONE helps dealers achieve unmatched results in increased sales and profit, lead generation, customer communication, sales process, retention and complete lifecycle management across all

departments. The company's automotive-only customer contact management center and CRM are the foundations of their unique dealer-focused suite of products and profit-building strategies. No other company in the industry has the resources or ability of ELEAD1ONE to maintain a 100 percent focus on training, teaching, and support after the sale. For more information, visit our [website](#), like us on [Facebook](#), [YouTube](#) or follow us on [Twitter](#).

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