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## **Vertical Communications to Showcase Communications Solutions for Retail Markets at NRF's "Big Show 2015"**

*Industry leader in Retail communications to demonstrate solutions to help merchants increase sales, enhance customer service, minimize IT footprints and lower costs*

**Santa Clara, Calif., January 9, 2015** — Vertical Communications®, a leading provider of business communications software and solutions, will spotlight its portfolio of communications platforms, applications and mobile solutions designed specifically for the rigors of the retail market at the National Retail Federation (NRF) "Big Show 2015." The event will take place January 11-14 at the Jacob K. Javits Convention Center in New York City. Vertical will be located in booth 1465 in the EXPO hall.

Among the solutions being showcased is the company's flagship Vertical Wave IP™ platform, a business communications system that enables retailers to easily manage seamless communications across thousands of locations. The Wave IP platform delivers a full suite of applications designed specifically for the retail industry to drive improved customer experience and lower store operating costs, including mobility support, intelligent call routing, targeted in-store messaging and business intelligence, among others. To further enhance service innovation and store associate productivity, Vertical's Retail Telephony Application Suite can be fully integrated with POS and other applications via a variety of devices such as shopper call buttons, kiosks, pendants, sensors, and Spectralink, iOS and Android mobile devices.

Vertical is considered the industry leader for communications technology and solutions for the retail industry. Developed in response to changing consumer trends, Vertical's Retail Telephony Application Suite is deployed at many of the world's foremost retailers, including recognized brands such as CVS/Caremark, Macy's, HEB, Steinmart, Advance Auto Parts and Toys R Us.

"Retail is one of the most dynamic markets for adoption of new communications technology, and Vertical is proud to be a core technology partner in helping our retail customers deliver in-store service innovation fully aligned with their online selling efforts. Our ability to partner with retailers to design and deploy new work flows that get them closer to their customers puts us on the cutting edge of enabling services such as 'buy online, pick up in-store'," said Peter Bailey, Vertical chief executive officer.

Addressing a key market trend in retailing is Vertical's award-winning ViewPoint Mobile application. ViewPoint Mobile enables customers to leverage standard iOS and Android devices as full unified communications clients with call features, presence, IM, data integration, messaging services, routing and queuing. At NRF Vertical will demonstrate the many benefits of mobility in retail with development partner Spectralink, whose mobile handsets can also be integrated with ViewPoint Mobile for the delivery of powerful retail wireless solutions.

"We're excited to once again exhibit at NRF, and to have the opportunity to demonstrate how our technologies enable retailers to optimize operations, reduce costs, and provide new avenues to deliver innovative and distinctive service options," said Vertical executive vice president and

general manager Dick Anderson. "Communications technologies are rapidly evolving in response to changes in the way consumers are shopping across stores, desktops, tablets and smartphones. We will continue to focus on where the customer is headed and to prepare retailers for what's next."

Held annually in New York City, the "Big Show" has been the NRF's flagship event for more than half a century. It offers retailers unparalleled education and networking opportunities, as well as the industry's foremost exhibition for retail-specific technologies and solutions.

### **About Vertical Communications®**

Vertical Communications, Inc. is a provider of unified communications (UC) and IP telephony solutions and services to enterprise and business customers throughout North America and Europe. The Company's flagship UC product -- Wave IP -- offers comprehensive integration into enterprise CRM, ERP, mobile and other critical enterprise systems, enabling companies to better communicate and serve customers, promote collaboration among employees and partners, as well as provide deep insights into customer communications through business intelligence and management tools. In addition, Vertical provides managed services, project management, custom development, deployment and enterprise support services. Together, the Vertical portfolio enables complete, turnkey deployment and management of voice infrastructure, software, enterprise integration and ongoing support. Vertical sells its products and services to business customers, with a focus on vertical markets including retail, health care, state and local government, and other customer-facing industry segments where customer experience is a primary focus. The Company's recent merger with Fulton Communications, completed in June 2014, provides the company with direct sales and professional services in over 25 metro markets in North America, which, in combination with Vertical's over 250 channel partners, provide the Company with broad North American and European reach. Vertical is a privately held company headquartered in Santa Clara, CA. For more information, visit [www.vertical.com](http://www.vertical.com).

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