



FOR IMMEDIATE RELEASE

Vertical Communications Partners with Ericsson-LG to Launch iPECS Cloud

iPECS Cloud offers an enterprise-grade communications solution that is powerful, reliable, and tailored to your business needs.

Santa Clara, CA, February 5, 2017 - Vertical Communications® and Ericsson-LG have partnered to launch iPECS Cloud, a powerful, hosted communications platform that offers enterprise reliability at small business prices. Following the release of iPECS Premise, iPECS Cloud ensures there is a Vertical solution for every business need. The newest Vertical Communications system delivers powerful and reliable telephony features as a hosted cloud service reducing customers' support costs.

Paired with Ericsson-LG's call management platform and Vertical Communications' rich voice applications, iPECS Cloud offers scalable phone systems to guarantee customers are supported whether they have ten users or thousands. iPECS Cloud provides simple management and ensures consistent communications for a single location or hundreds through its unified web portal. Providing a strong feature set, iPECS Cloud includes three user packages: Extension Only, Basic User, and Premium User. The three packages were calculated to meet the unique needs of all Vertical customers as well as to avoid the downsides of a CAPEX investment. iPECS Cloud is an economical platform, including the most common features users need in all three packages. Every iPECS Cloud package contains unlimited local and long-distance calling.

iPECS Cloud is designed to be reliable and highly-secure. "In today's high-threat environment, every business' communication is at risk. iPECS Cloud protects your communications using military-grade security at every step," said Peter Bailey, CEO of Vertical Communications. "Vertical provides everything from the phones on the desk, the installation, the network solution to the customer's site, support, and everything in between, all connected through iPECS Cloud, ensuring that you have secure and reliable communications, no matter what happens."

While most cloud communications solutions are launched as "cookie-cutter," one-size-fits-all systems, iPECS Cloud is delivered as a tailored solution, developed to each customer's specific business. Vertical Communications Solutions Engineers are involved in every deployment, from designing the call flow and determining which features customers need, to recommending any special customizations to make customer's business more successful. "Our competitor's cloud services offer only 'out-of-the-box solutions.' Everyone gets the same choices with no customization," said Dick Anderson, COO of Vertical Communications. "iPECS Cloud is a solution tailored to your specific business. From call routing, to features available, to phones used; you make the call on every part of the iPECS solution. This is a unique feature to cloud communication solutions."

iPECS Cloud is part of the One Vertical concept, ensuring that customers can rely upon a single vendor for the entirety of their telecom needs. The One Vertical portfolio includes premise and cloud solutions, phones, internet connections, applications, and more, all supported by the Vertical Communications

service team. Bundling all of these services together provides the customer with a simplified support solution. Vertical Communications is the single point of contact for all telecommunications services.

For more information about Vertical's iPECS Cloud communication solution, visit <http://vertical.com/vertical/ipecs>, 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 76 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.

About Ericsson-LG Enterprise

Ericsson-LG Enterprise is a leading provider of business communications solution with over 40 years of experience in the global market. Ericsson-LG Enterprise delivers a complete product lineup for Unified Communications from small to large-sized businesses, and establishes its strong position through advanced technology and diverse reference sites.

###

Vertical Communications:

Kevin Butler
Vice President, Marketing
408-404-1608
kbutler@vertical.com