



## THE COMMUNICATIONS TOOLS YOU NEED, THERE WHEN YOU NEED THEM

Migrate simply, seamlessly to the next-generation of communications services.

# THE WAVE OF THE FUTURE



With more ways than ever to connect and communicate, you need more out of your business communications systems than ever before. Be ready to migrate to the next wave of telecommunications services with Vertical's Wave IP. Wave IP is a cost-effective, unified communications (UC) appliance with a portfolio of powerful embedded applications and access to cloud-based services that are easy to deploy and ready to use when and wherever you need them.

Wave IP is the perfect platform to provide your business with the only appliance you'll need for a simple, seamless migration path to the next generation of communications services. The only true hybrid system available with fully functioning UC capabilities, Wave IP comes complete with embedded telephony, collaboration, presence management and enterprise mobility applications that are easy to use and deploy. Unlike other solutions that offer support for adding IP applications but which require additional hardware and software – and additional costs – to do so, the Wave IP's unique *Application Ready* architecture comes with everything built in, giving businesses of any size the flexibility to access the communications tools they need as their needs dictate.

Wave IP communications systems feature the latest solid-state drive(SSD) technology and scale easily to provide exceptional expansion capabilities for single or multi-site organizations with up to thousands of users. Your investment is protected as your company grows with robust voice gateway capabilities that let you migrate to next-generation IP communications services on your own timeline. Wave supports traditional voice trunk interfaces, including analog trunks, T1 and PRI-ISDN. Wave also supports a full range of IP Codecs, as well as SIP trunking services for maximum flexibility and cost savings.

## **Setting the Standard for UC**

*"Wave IP is setting the industry standard for unified communications with Mobile Extension, secure instant messaging, integrated softphone, synchronous Microsoft Exchange Server and Web integration – all as standard features, which enhance productivity significantly."*

Clyde Zimmerman  
Principal, FiberCom  
Founding Member,  
NextGen



## A Different ViewPoint on UC

Included in the base user license with every Wave IP system are the award-winning Wave ViewPoint UC desktop client and ViewPoint Mobile applications to enhance call handling and management for every user in the organization – whether they are in the office or out in the field. A highly intuitive, feature-rich application, ViewPoint makes collaboration easy and helps improve productivity with one-number “find me/ follow me” twinning capability, so users are accessible wherever they’re working. Direct integration with Microsoft® Exchange Server synchronizes contacts and messages without any special client requirements. Voice mail messages can be accessed via Microsoft® Outlook, Microsoft® Outlook Web Access, or any smartphone connected to Microsoft Exchange.

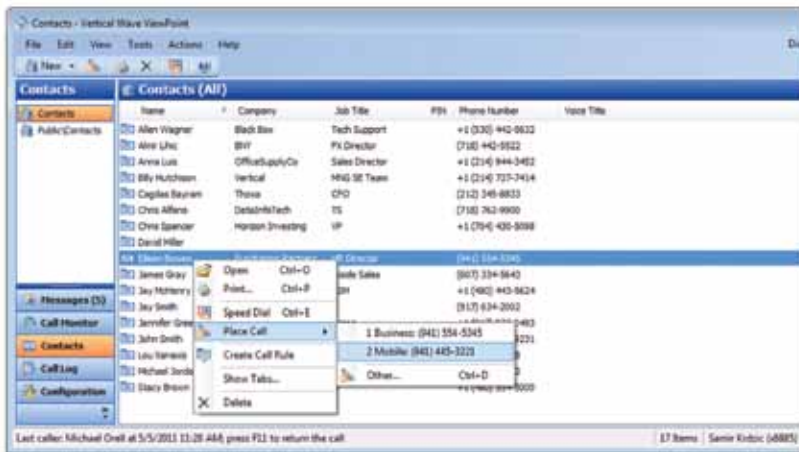
ViewPoint’s comprehensive set of UC tools enable every user in your organization to:

- Simplify contact with a single number
- Communicate and collaborate quickly with ability to see the status and availability of everyone in your company directory
- Improve customer relationships with more responsive, personalized call management by creating multiple voice greetings and setting up customer routing rules, including VIP Call Handling
- Easily record and broadcast targeted messages to groups or entire organizations
- Add notes to and prioritize voice mail messages at a glance with Visual Voice Mail
- Easily record, search and archive inbound and outbound calls to support compliance with industry practices, and enhance employee training and performance, and customer service
- Enhance enterprise mobility by taking all the features of their ViewPoint desktop client with them wherever they go on their smartphone and other mobile devices

## The Most Apps, Ready When You Are

Built-in base applications and features standard in all Wave IP systems include:

- ViewPoint Desktop Call Management
- ViewPoint Mobile
- Presence Management
- Auto Attendant
- VIP Call Handling
- Wave Global Administrator
- Visual Voice Mail
- Secure Unified Messaging
- Secure Instant Messaging
- Call Recording
- Wave Client API
- Integrated Softphone
- Exchange Integration



## ViewPoint Call Monitor

*The award-winning ViewPoint user interface requires minimal end-user training, and can be easily customized to personalize every customer interaction.*



### Everything you need to be “in the office,” now on your mobile device

ViewPoint Mobile is the industry’s only built-in application for true enterprise mobility, giving your organization the ability to be 100 percent mobile while being able to connect, communicate and collaborate – simply and securely – from any location ... in or out of the office.

Enterprise mobility encompasses not only mobile workers and devices, but more importantly, the mobility of corporate data. With ViewPoint Mobile, you can transform your office staff into an even more productive mobile workforce with the same rich functionality of ViewPoint’s desktop UC application. And because all of this functionality is delivered through Wave IP, every business communication inside and outside of your firewall is logged and routed back through your corporate network to keep business calls where they belong.

### Mobilize with Vertical

ViewPoint Mobile gives you fingertip access to all the same features and functionality of your enterprise Wave IP system to help you:

**Accelerate Sales Cycles** – Maximize face time with customers with real-time collaboration tools that help you reach the resources you need to access information and speed up decision-making processes.

**Expand Service Coverage** – Create premium service offers and after-hours services by automating routing of calls based on time of day or on-call scheduling.

**Streamline Communications** – Simplify contact with a single number to make and receive calls while keeping your personal numbers private.

**Collaborate Faster** – With real-time presence, secure mobile messaging and corporate directory access, connect with one person, conference multiple parties, and answer and transfer calls with a tap of your finger.

**Enhance the Customer Experience** – Improve customer service with reports that extend your ability to track, measure and monitor customer calls to remote and mobile workers. Automate or use on-demand call recording to review customer interactions and train staff.

**Reduce Business Risk** – Stay in compliance with industry regulations with the ability to automatically record conversations. Use the same reporting and logging tools you do in the office to manage, monitor and maintain quality communications in the field.

### Mobility Is the New VoIP

*“Vertical Communications has a well-deserved reputation for delivering powerful and innovative communications technologies that can be easily accessed by customers. ViewPoint Mobile continues this heritage by giving businesses a very attractive, practical and cost-effective vehicle to extend rich communications functionalities to all users across the enterprise.”*

Robert Arnold  
Program Manager,  
Frost & Sullivan  
UC & Collaboration  
Practice



## Add-on Applications

Further increase the productivity and power of your Wave IP system with optional add-on applications. Also preinstalled on every Wave IP system, these applications are ready to run when you're ready to use them with a simple license that can be dynamically launched at any time. You even receive a free, 30-day trial license that lets you try each application before you buy.

**Wave Call Classifier** – Automatically profiles and routes calls based on caller data. Dramatically improve your customer service and competitive advantage with advanced call routing based on real-time lookup of customer data.

**Wave Live Image** – The industry's only embedded application that provides timely, cost-effective disaster planning and recovery, Live Image uses patented, disk imaging technology to provide regularly scheduled and on-demand snapshots of your Wave IP system, and offers a simple, fast restoration process using a disk-based USB flash or hard drive device to restore your system back to a known "good" state. No IT support is required, so your phone system can be restored simply and affordably in a matter of minutes.



**Wave Voice Server** – This fully-integrated voice application server enables you to create and deploy your own library of value-added, voice-enabled self-service applications.

**WaveNet** – Robust multi-site networking connecting thousands of users and hundreds of sites over IP/SIP networks. Network user data, dial plans, user status, voice mail and features.

**Wave Fax Manager** – Wave Fax Manager seamlessly integrates with any mail server via SMTP without requiring any third-party fax gateways or devices. Received faxes are saved as an email attachment, allowing users to access, view and forward them using their PC or smartphone.

**Wave Contact Center & Reporter** – Optimized for any team with high-call volumes such as technical support, inside sales and customer service. Agents can be located wherever there is an Internet connection. Administrators maximize customer satisfaction and agent performance with enterprise-level contact routing and queuing. Advanced monitoring and reporting on virtually any aspect of contact center operations are included.

**Wave Live Image** provides users with a timely, cost-effective disaster planning and recovery application. Chose complete or incremental image captures and set a regular time to take a snapshot of your Wave IP system.

## Reduce Operating Costs

While taking full advantage of the advanced feature set and cost savings of Vertical IP endpoints, the true hybrid Wave platform also supports both digital and analog phones to help protect your communications investment.



Edge 5000 Executive Phone



Edge 700 24-Button Phone



DECT Phone



## Customize, Extend and Integrate Your Own Applications

The built-in Wave Client Application Programming Interface (API) allows organizations to extend ViewPoint's features and seamlessly integrates Wave IP functionality with third-party enterprise tools such as market-leading CRM systems, billing applications, pharmacy software suites, contact center reporting packages, click-to-dial functionality, hospitality management suites, IVR and more, to customize your own enterprise applications.

This comprehensive and easy-to-use API gives you the ability to develop unlimited applications using industry standard .NET development technologies, so anything you can do in ViewPoint, you can do in your own enterprise application.

## Simplified System Management and Networking

Wave IP's comprehensive management tools make it easy to manage upgrades, change configurations and generate reports from both single- and multi-site implementations. Embedded in every Wave IP system is Wave Global Administrator, an intuitive Web-based management tool for easy system setup and administration. Global Administrator makes moves, adds and changes a breeze. The Wave Global Administrator management console can be accessed remotely, and has over 50 applets covering configuration, user management, diagnostics, licensing and notification/alert management.

Additional Wave management tools are also available for organizations with employees who are distributed among multiple locations, or with multi-site reporting requirements. Wave Global Manager complements Global Administrator by enabling you to track, schedule and automate routine system maintenance tasks, such as backups and software upgrades. And Wave Global Reporter automates the collection and analysis of call detail information for a single system, or across your entire network, to provide both global views and drill-down reporting.

With Wave IP, integrating the dial plans and user data for a network of sites takes minutes. Our optional unique WaveNet networking application offers intelligent networking of sites that speeds deployment, makes managing dial plan a snap, and provides the redundancy and security you need to manage your network. WaveNet's automated Unified Dial Plan means that all users – regardless of their location – appear as “local” users on the network, and customers can easily contact employees via a universal Dial-By-Name directory.

Network administration is also radically simplified. Adding a node or changing a user only takes a few clicks as WaveNet automatically handles the configuration, dial plan synchronization, inter-site call routing and ongoing management tasks to keep all systems synchronized. WaveNet is scalable to thousands of users across hundreds of locations. And because WaveNet is built upon a secure peer-to-peer architecture, there are no single points of failure, so people stay connected and productive even when networks are interrupted, or individual locations lose power.

## Leaner Is Greener

*Wave IP 500 and Wave IP 2500 rack-mountable “all in one” servers and expansion units stack up well against the competition when it comes to running a leaner, greener organization. Fewer servers mean less overall energy consumption, which translates into even greater operational cost savings.*



Wave IP 500



Wave IP 2500

*With Wave IP, integrating the dial plans and user data for a network of sites takes just minutes.*



## Customer Case Study

### Improve Group improves productivity, protects proprietary data in the field with ViewPoint Mobile

There is more to managing communications for mobile employees than just providing connectivity. Just ask Improve Group, storage and access experts who provide a wide range of customized products for the government, health care, education and not-for-profit sectors. The company relies on its remote sales force to relay specs and job orders back to its teams of designers, consultants, production managers and data experts in the company's main office. However, there was very little visibility into the mechanics of a conversation between its sales staff and a customer when the call was conducted from an employee's personal mobile device.

"While existing PBX call forwarding features certainly provided the connectivity to the staff in the field, our company was often left in the dark to understand how these conversations affected our business," said Shane Massey, network administrator and systems analyst with Improve Group.

Improve Group also had no way of safeguarding important business information, such as customer contact numbers, if it resided on the user's device.

"We had instances where salespeople left for competitors and took the contact information of our customers with them, because those phone numbers were only saved on the salesperson's mobile phone. We needed to find a way to protect vital proprietary information like that."

They found a way, Massey said, with the Wave ViewPoint Mobile enterprise mobility solution from Vertical Communications. With ViewPoint

Mobile loaded onto their personal iPhones or company-issued iPads, Improve Group's salespeople now have immediate access to all of the powerful features within its own Wave IP system including instant messaging, presence capabilities, conferencing, voice mail, call recording and business-specific applications.

Unlike competing enterprise mobility offerings, ViewPoint Mobile is native to the Wave IP platform and does not require any additional hardware, software, or licensing. Mobility features are turned on with a simple permission and instantly delivered to every user throughout the enterprise. Since ViewPoint Mobile is integrated directly into the Wave system, it enables Improve Group to secure any proprietary information residing on a user's mobile device.

ViewPoint Mobile also provides a broad range of back-office features that aid in the tracking and management of business activities. All inbound and outgoing calls, IMs, and other communications are handled through the premise-based Wave server, and captured and stored there. Detailed call records provide a wealth of information regarding the frequency and quantity of contacts with customers, conference call participants, and a method to track important customer interaction metrics.

"ViewPoint Mobile has been a welcome addition by our staff, both inside and out of the office," summarizes Massey. "It is a great resource that has made a dramatic impact on our organization, and has far exceeded our expectations."



## EXECUTIVE SUMMARY

- Company: Improve Group
- Industry: Professional Services
- Location: Offices in Albuquerque and Denver servicing national client base
- Employees: 35 mobile, 50 total

### CHALLENGE

- Integrate business processes with enterprise mobility solution to enhance productivity and efficiency of mobile workforce
- Secure proprietary data on employee mobile devices
- Streamline operations both inside and out of the office
- Track metrics on mobile customer communications

*"ViewPoint Mobile is really giving our company a tremendous competitive advantage. The IM feature enables our sales team to communicate with project managers in real-time. Oftentimes, we are able to turn around a proposal within hours, where it may take our competitors days. This is proving to be a tremendous asset for winning business."*

Shane Massey  
Network Administrator &  
Systems Analyst

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## About Vertical Communications

At Vertical, we don't just provide a platform; we deliver a solution. We're changing expectations, with a unique approach to business communications featuring an extensive array of advanced communications technologies embedded directly in our core platforms to give customers a simple, seamless way to migrate to next-generation communications services.

Vertical provides customers with the ability to seamlessly leverage advanced applications and system functionalities as their business needs dictate, so they don't have to settle for less than they would with competitive proprietary systems. Our simple licensing model gives customers more features and applications at costs far lower than competitive offerings, with no hidden "add-on" charges for additional hardware and software.

Contact us today and find out how Vertical can help drive your growth for years to come with the most powerful business communications applications and technology available today.

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**For more information on Vertical products and solutions, call 1-877-VERTICAL, or visit us at [www.vertical.com](http://www.vertical.com).**

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### Corporate Headquarters

3940 Freedom Circle  
Santa Clara, CA 95054  
Phone: (408) 404-1600  
FAX: (408) 969-9601

### Sales and Technical Support

4717 East Hilton Avenue  
Suite 400  
Phoenix, AZ 85034  
Phone: (480) 374-8900  
FAX: (480) 374-8852

### Europe

Vertical Communications  
GmbH Domagkstrasse 785551  
Kirchheim Germany  
Phone: +49 89 90779460  
Fax: +49 89 90779488

