

## Vertical TeleVantage<sup>®</sup>

# The most innovative phone solution available for small and medium-sized businesses

**In today's competitive climate, your organization needs to be nimble, flexible and smart - and so does your phone system. Leading companies recognize that voice communication is not just a means to stay in touch. It can also be a powerful tool for generating revenues, increasing productivity and enhancing customer loyalty.**

### TRANSFORM VOICE COMMUNICATIONS INTO A COMPETITIVE ADVANTAGE

**TeleVantage puts that power in your hands. Designed for the needs and budget constraints of small and medium-sized businesses, branch offices and call centers, a TeleVantage business phone system sparks your people and your business to work more responsively, productively and profitably.**

### A LIFELINE...AND A BOTTLENECK FOR YOUR BUSINESS

You rely on your phone system to run every aspect of your business: from building relationships and negotiating with partners, to closing sales and resolving disputes.

But the phone system is not just a lifeline. It can also be a bottleneck. With many employees having multiple phone lines and voicemail accounts, it's difficult to prioritize and respond to incoming messages. Worse yet, many organizations cannot extract the rich business intelligence that lies dormant within their call data. And few know the best ways to target focused audiences with voice communication.

Vertical Communications is changing all that with its TeleVantage business phone systems. TeleVantage combines the industry's most innovative and user-friendly IP-PBX with high-value voice applications, including full-featured voicemail, personalized call handling rules and a robust set of call center capabilities. As a result, small and medium-sized organizations can enjoy all the benefits of IP telephony while greatly enhancing the value of their existing landline and mobile phone infrastructure.

A software-based solution, TeleVantage offers an extensive array of customizable features, a highly intuitive Microsoft Windows<sup>™</sup>-based graphical user interface, affordable scalability, streamlined administration and a low cost of ownership.

## Vertical TeleVantage®

### GAIN ALL THE ADVANTAGES OF TELEVANTAGE

#### AT A GLANCE:

- Deploy a business phone system with big-company features and a small-company price tag.
- Enhance productivity by using voice communication more efficiently and creatively.
- Utilize call center capabilities to drive revenue growth and improve the quality of customer service.
- Ensure scalability, easy upgrades and a lower cost of ownership with an open-systems, software-based solution.
- Choose a solution that has proven its value across a wide spectrum of industries and settings: law firms, real estate offices, marketing and advertising companies, auto dealerships, service-and-support businesses and many others.

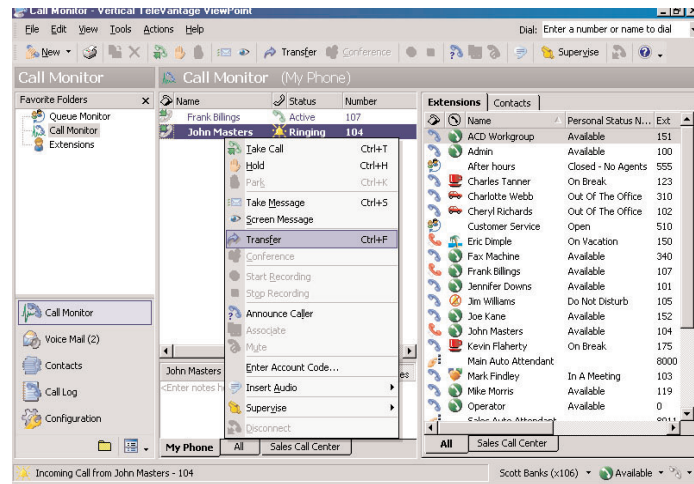
### Empower your people to work more productively and effectively

Even without a PC, phone users hear simple, verbal menus to guide them through all call handling actions (transfer, conference, park, call forwarding), voice mail options and account setup choices. With traditional business phone systems, most features are rarely used because people don't have the time or patience to memorize the necessary commands. In contrast, TeleVantage's award-winning, graphical user interface called ViewPoint, allows people to use the full range of system features efficiently, creatively and powerfully in a familiar Windows-based or web browser environment.

- **Get in touch fast.** Using ViewPoint, your employees can look up contacts and place calls with point-and-click simplicity, eliminating the tedious, time-consuming process of searching for phone numbers. A user can check a co-worker's current status (e.g., at a meeting, traveling, available by phone) before initiating a call or conference or forwarding a call to that individual. Users can click on co-workers' names and send them an instant message directly to their PC screen to have a quick chat, or some timely information, even if someone is already on a call. Integrated contact management allows users to "click to call" customers, partners and other external parties via your organization's Microsoft Outlook directory.
- **Take your features with you.** In a world where mobile workers often have multiple phone lines, "follow-me" call forwarding ensures that a user is always reachable — on any line he or she specifies — and always has access to the full range of TeleVantage features. This means a customer only needs to know one valid phone number for a given employee in order to reach that individual anywhere in the world.
- **Manage voicemail more efficiently.** Because voicemail boxes can easily be shared, users can respond to all their outstanding messages in one session, rather than having to check multiple accounts. A user interface that closely resembles Microsoft Outlook

makes it possible to manage voice mail in the same familiar way users manage email.

- **Treat each caller with a personal touch.** With the ability to recognize and respond uniquely to every incoming call, TeleVantage lets users personalize their voice greeting and define how a call is handled, creating a more personal and positive experience for the caller. Specific callers can even be designated as VIPs, enabling those individuals to bypass voicemail and reach the recipient directly.



- **Target outgoing messages to diverse audiences.** Users can easily record and broadcast voice messages to select groups or organizations, ensuring prompt delivery of urgent or time-sensitive communication and reaching out to audiences that share a common role or interest.
- **Keep a copy of voice communications "for the record."** At no additional cost, automatically or on demand record and store voice messages and live conversations, whether to confirm customer orders, support compliance efforts or for training and coaching purposes. Recordings can be easily retrieved and forwarded to clients and colleagues or to an administrative assistant for purposes of transcribing. Search through millions of archived recordings to pull up any conversation as needed.

### Enhance customer and partner loyalty and retention

A TeleVantage solution enhances your relationship with customers and partners in numerous ways, reinforcing the perception that your organization is easy to do business with.

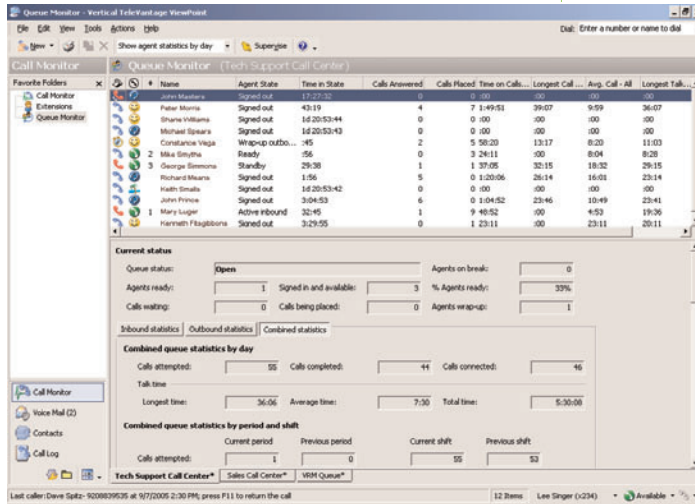
For example, your most important client may not know she has been designated as a VIP caller, but she'll be aware that her calls are answered with a personalized response and always returned within a few minutes. Your partners and suppliers don't care about the user interface on your phone system, but they'll be impressed that your employees can initiate team conference calls "on the fly," without false starts and dropped calls. Your top 20 customers may not know a thing about voice broadcasting, but they will appreciate being the first to hear about your latest offerings.

By enhancing all aspects of voice communication, TeleVantage helps you increase customer loyalty and, in turn, benefit from repeat business and enthusiastic referrals.

### Maximize revenue from new and existing operations

While TeleVantage's voice applications enhance employee productivity and customer satisfaction, TeleVantage Contact Center helps small and medium-sized businesses maximize their revenues while streamlining workflow processes. Streamline order processing, conduct inbound and outbound telemarketing campaigns, and cross-sell and upsell products and services as part of routine communication with customers. Service-and-support businesses that rely on a mobile workforce — for example, an appliance repair service or a chain of dry cleaning stores — can track and assign

powerful source of information about your business. For example, you can see abandoned call rates in real-time or via historical reports, so you can determine whether staffing levels need to be adjust-



ed to ensure adequate phone or call routing coverage, or if calls need to be routed in a different way. The ability to easily associate a specific inbound phone number to an event — for example, a new product, or an ad that has been placed in a trade magazine — makes it easier to measure customer response to your marketing efforts.

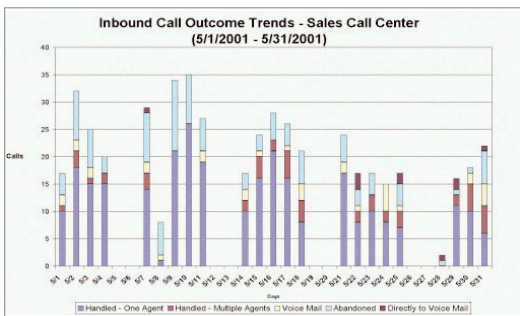
### Streamline phone system administration

When employees are joining your organization, changing jobs or moving to a new facility, their access to voice services (and their productivity) is often hindered by administrative and service bottlenecks. With an intuitive administrator interface, TeleVantage makes it quick and easy to perform routine maintenance chores — such as phone line moves, adds and changes — for individuals, work groups or your entire organization.

This reduces the delays, costs and paperwork that result when service technicians are required to perform maintenance tasks at the end-user site. The system can be administered from anywhere on the network, even remotely — thus allowing administrators to respond to urgent situations during nights and weekends, without having to be on site.

### Best-in-class contact center capabilities

When many business owners hear the words "contact center," they envision a large room with dozens of agents and high overhead costs. While recognizing the benefits of a contact center, they assume their organization (or their



service personnel more efficiently. Other service-oriented organizations — such as law firms and consulting companies — can associate phone calls with specific clients or accounts to ensure complete and accurate billing for time spent on the telephone.

### Use voice communication data to enhance decision-making

With TeleVantage, your phone system is not only a channel for conducting business, but also a

budget) is too small to make the necessary investment. On the contrary, TeleVantage Contact Center puts powerful, user-friendly capabilities within easy reach of small and medium-sized businesses. In fact, many Vertical customers have implemented a contact center with as few as five seats. Our feature-rich system provides tools for:

- Managing inbound and outbound calls
- Maximizing agent performance and customer care with basic or advanced skills-based call routing
- Monitoring and reporting on contact center operations

Because TeleVantage Contact Center functionality is software-based, your contact center can be virtual, with agents located anywhere you choose. This eliminates the expense of creating a centralized “bricks and mortar” facility and makes it more feasible for small organizations to provide follow-the-sun service across multiple time zones. Contact center functionality can be easily added after your initial TeleVantage purchase, without requiring an additional hardware server, as other products require.

### A SOUND INVESTMENT

#### Protect your infrastructure investments

If you are moving away from a legacy PBX to take advantage of TeleVantage's benefits, your investment in legacy digital PBX phones is protected since TeleVantage can work with many legacy PBX digital phone models without costly gateways. TeleVantage allows you to explore the benefits of IP telephony while leveraging your existing investments in PSTN and mobile infrastructure. TeleVantage supports both the SIP and H.323 VoIP protocols for maximum flexibility. You can selectively deploy IP phones to evaluate their benefits. At the same time, employees who use landline or mobile phones can access all the features and functionality of TeleVantage. VoIP support allows you to route all calls, including PSTN and mobile calls, over the Internet or corporate intranet, saving

money on long-distance charges and allowing you to easily link multiple locations and remote employees.

#### Ensure low total cost of ownership

Built on industry standards, TeleVantage runs on a Windows-based platform and is supported by world-class Intel technologies. By eliminating the requirement for proprietary telecommunications hardware, TeleVantage provides affordable scalability, allowing you to expand capacity incrementally to support business growth. TeleVantage will even support the existing handsets you have from your prior phone system enabling you to move to the benefits of TeleVantage without forgoing your employee experience or capital depreciation. Our software-based solution also allows you to add new features and functions as they become available, without requiring hardware upgrades. With open APIs, you can integrate TeleVantage with other software, hardware and custom applications. And with TeleVantage's family of add-ons such as Conference Manager, Call Classifier, Persistent Pager, Smart Dialer and others you can easily expand your system without custom development.

### ABOUT VERTICAL COMMUNICATIONS, INC.

Vertical Communications, Inc. is a leading provider of next-generation IP-based voice and data communications systems for business. Vertical combines voice and data technologies with business process understanding to deliver integrated IP-PBX and application solutions that enhance customer service and business productivity. Vertical's customers are leading companies of all sizes – from small to large and distributed – and include CVS/pharmacy, Household International and Apria Healthcare. Vertical is headquartered in Cambridge, Mass. and delivers its solutions through a worldwide network of systems integrators, resellers and distributors.

**For more information on products and solutions from Vertical Communications, call 800-914-9985 or visit our Website at [www.vertical.com](http://www.vertical.com).**



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