VERTICAL™
InstantOffice

Vertical InstantOffice™

The InstantOffice Integrated Communications System — Bringing Company Communications Together

Enhanced customer service. Increased employee productivity. Reduced network expenses. An improved ability to monitor and manage voice and data infrastructures at multiple locations. Vertical InstantOffice offers a convenient, distributed and cost-efficient communications framework for enterprise branch offices and stores.

- **IP-PBX Platform**: a standards-based foundation on which to build current converged IP and TDM solutions

- **Applications:** corporate-level call processing features, custom applications and integration with backend applications and databases.

- **Telephones:** digital, IP, wireless analog and soft phones with easy access to call processing features

- **Reporting:** network-wide and single-site views of customer activity for actionable business intelligence

- **Management:** central provisioning and management, with unified, Web-based control of voice and data

A FAMILY OF COMPLEMENTARY PRODUCTS.

Customer service is back. And with it comes the challenge of utilizing technology to provide a satisfying customer experience, whether in the store, in the branch, on the phone or on the Web.

Enter InstantOffice — a component-based communications solution that allows your company to optimize your customer contacts, integrate enterprise information, and efficiently manage the capabilities and the costs of your entire communications system.

A MODULAR APPROACH

InstantOffice comprises five discrete components, including a centralized, integrated communications platform that enables you to build the appropriate solution for your company's exact needs and budget. Offering complete voice, data networking and applications solutions, InstantOffice integrates with your company's legacy investments in a single, cost-effective and easy-to-use system that can be managed remotely.
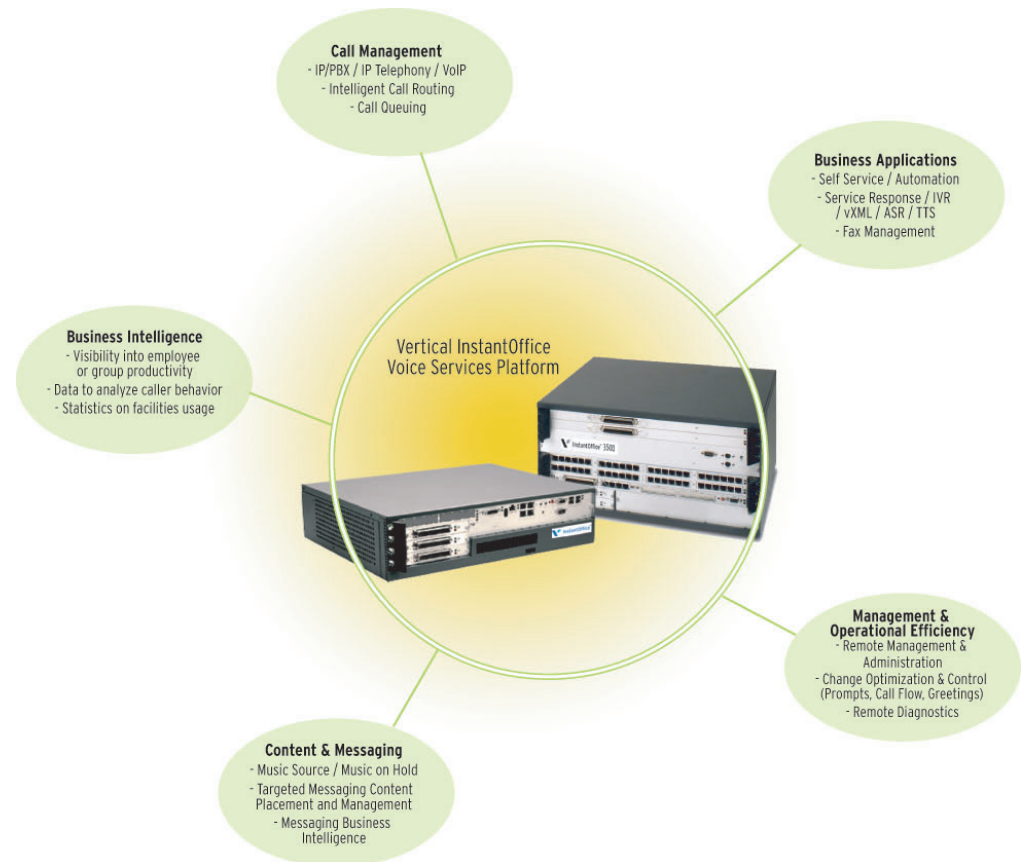
Offering all the tools that stores and branch offices need in today's competitive markets — Internet access, high-speed computer networks, voice messaging, automated attendant features and call management — InstantOffice also provides a pathway to higher levels of functionality as your business grows. These capabilities include next-generation packaged and customized applications from Vertical and integration with other third-party applications.

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REDUCING COMPLEXITY, REDUCING COSTS

Integrating a communications infrastructure normally requires piecing together as many as a dozen separate devices from different vendors — and then layering on disparate applications to achieve desired levels of functionality. But with InstantOffice, branch offices, stores and small to medium-sized businesses now have a simpler, more cost-efficient way to communicate.

Ethernet LAN connectivity. Add to these components multi-site remote management, as well as customized or packaged applications and reporting, and you've got everything you need for a complete, powerful and cost-effective communications system.

Call Management
- IP/PBX / IP Telephony / VoIP
- Intelligent Call Routing
- Call Queuing

Business Applications
- Self Service / Automation
- Service Response / IVR / vXML / ASR / TTS
- Fax Management

Business Intelligence
- Visibility into employee or group productivity
- Data to analyze caller behavior
- Statistics on facilities usage

Vertical InstantOffice Voice Services Platform

Management & Operational Efficiency
- Remote Management & Administration
- Change Optimization & Control (Prompts, Call Flow, Greetings)
- Remote Diagnostics

Content & Messaging
- Music Source / Music on Hold
- Targeted Messaging Content Placement and Management
- Messaging Business Intelligence

By eliminating the need for multiple boxes from multiple vendors that were never meant to work together, the Vertical solution economically unifies the management of all your voice, data and applications services. Plus our practical approach to IP telephony allows customers to take advantage of broadband services along with VoIP, significantly lowering monthly WAN charges.

CONVERGING ON SUCCESS

The Vertical approach marries full-fledged voice services — robust IP/PBX capabilities, a VoIP gateway, traditional voice, voice mail and automated attendant services — and powerful data networking functionality, including router, secure Internet and

THE HUB OF INTEGRATED COMMUNICATIONS

IP-PBX Platform

The center of activity: a choice of three models accommodates up to 192 users with complete voice services, LAN/WAN data networking, high-speed Internet access, IP telephony and remote management.

Applications

All the sophisticated call control features your business expects from an IP PBX — such as IVR, intelligent call handling, ACD — and more, including integration with backend databases and industry-specific applications.

Telephones

The physical delivery of your promise of service: a choice of telephones to meet any and every need of your communications network.

See your enterprise from your customers' perspective – how long calls are on hold, how quickly calls are answered – and then use this intelligence to raise service levels.

Remote configuration, diagnostics, fault monitoring and upgrades – centrally managed from a single, standard Web browser, to leverage the expertise of your technical staff and lower your cost of ownership.

THE VOICE — AND DATA — OF CUSTOMER INTERACTION

It's all here: everything you need for a complete, fully integrated voice and data communications system for your store or branch office. From tightly coupled applications and call processing to ease of configuration and management to higher system availability and migration to IP, the InstantOffice system lets you choose the functionality that best suits your business requirements.

IP-PBX PLATFORM: THE FOUNDATION ON WHICH TO BUILD

The InstantOffice integrated communications platform offers reliable, high-quality packet- and circuit-switched telephony solutions. As part of our open IP approach, InstantOffice allows you to choose the mix of digital, IP, wireless, analog and softphone capabilities that's right for your business. This means that without abandoning the PTSN, you can now give your remote workers voice connectivity with standards-based IP phones, or use IP trunking to establish cost-saving virtual tie lines between offices. The result is that your remote workers can now be part of your business regardless of their location.

InstantOffice supports multiple voice-over-IP (VoIP) signaling protocols and multiple codecs for flexible deployments of IP telephony. Comprehensive call detail records yield one report that covers all PSTN and IP telephony activity, including Quality of Service (QoS) details. For greater reliability, simultaneous interfaces to both packet- and circuit-switched networks allow voice traffic to be routed over alternative networks if there is a failure to connect over the primary route.

The unified voice and data infrastructure enables cost-effective connectivity, new business-enhancing applications, and integrated remote management. And by consolidating the network into one infrastructure, you can streamline management resources, thus reducing costs.

APPLICATIONS: BEYOND THE EXPECTED

The leading-edge IP-PBX platform offered by Vertical incorporates automated features like automated attendant, voice mail, music-on-hold and intermittent announcements. It also includes sophisticated call control features found in the communications networks of larger enterprises like custom call handling that allows you to set rules based on number dialed, originating number, call time or day of week.
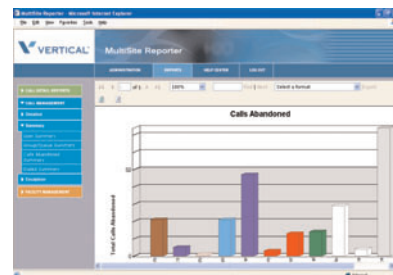
Packaged solutions for common transactions – like prescription refill or inventory look-up – are also available. And by integrating the IVR system with enterprise databases, you can quickly route calls based on the caller's individual account information.

The system also incorporates third party applications such as speech recognition, text to speech, and VoiceXML.

TELEPHONES: THE POINT OF DELIVERY

InstantOffice supports a broad selection of digital, IP, wireless, analog and softphones, with functionality and features that match the way your business operates.

Vertical's standards-based IP telephones allow you to extend the same central site system capabili-

ties and business applications to remote teleworkers. What's more, InstantOffice also supports a variety of industry-standard corded analog telephones, for increased flexibility in performance and pricing, as well as wireless and PC-based softphones that add mobility, responsiveness and productivity to any business communications environment.

REPORTING: THE BIG PICTURE, PLUS ALL THE DETAILS

InstantOffice MultiSite Reporter is a powerful application that collects information about your company's customers across your entire network, and transforms this data into actionable business intelligence. For example, by tracking peak calling times and call abandonment patterns, you can clarify staffing requirements. Monitoring call handling and queue statistics – by individuals, locations, or functional groups – allows you to realize greater employee productivity. And analyzing trunk traffic and network utilization at each site – and across the enterprise – can optimize your locations' facilities infrastructure.

The ultimate savings are in time, money and resources. MultiSite Reporter allows you to deal efficiently with any changing conditions indicated by exception reports. And your investment is always protected as your business grows; whether you track two sites or ten thousand, the application remains the same.

Best of all, MultiSite Reporter lets you see your enterprise from your customers' perspective – how long calls are on hold, how quickly calls are answered, how many customers chose to hang up and how service is delivered employee by employee or across an entire region. Using this intelligence to raise service levels is your key to building your most valuable asset: customer loyalty.

MANAGEMENT: CENTRALIZED CONTROL

InstantOffice offers two options for the comprehensive management of your voice and data communications network.

MultiSite Manager provides a Windows-based, centralized console that allows you to implement software upgrades and updates, as well as make configuration changes or backups across your entire InstantOffice network, all from a single location. You can schedule changes to occur automatically at the most convenient time, and even predetermine WAN bandwidth requirements to make efficient use of the limited bandwidth at your network's edge. MultiSite Manager enables you to organize and manage your systems according to geography, organization, time zone or whatever grouping fits your organizational structure, and then apply changes in one or more groups. You can even customize marketing and promotional campaigns by region or location, and roll them out across a network.

With InstantOffice Remote Administration, you can perform many of the same functions for each InstantOffice system – including diagnostics and fault-monitoring – from a standard Web-based browser over any TCP/IP connection. Your offsite technical personnel can thus quickly and expertly monitor, configure and maintain your system from their desks, not only reducing costly visits to branch offices, but ensuring rapid response for implementing system changes. Easy to learn and use, Remote Administration allows your administrators to remotely manage basic system functionality, including simple, routine tasks such as moves, adds and changes.

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.

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