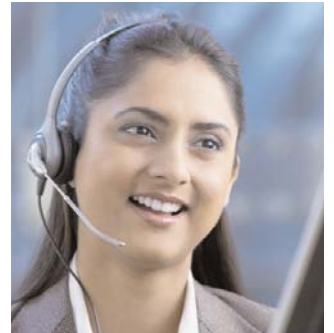


Vertical TeleVantage[®] Business Communications System

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. 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.



“With TeleVantage, 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 LIFELINE...OR 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.

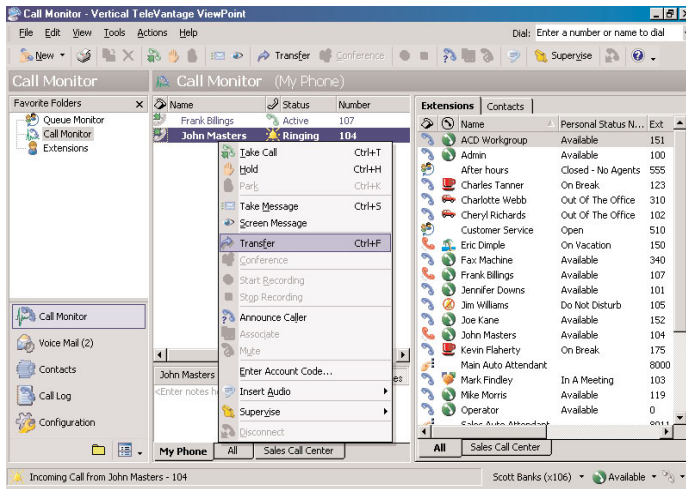
But the phone system is not just a lifeline. It can also be a bottleneck. Fortunately, the convergence of voice and data traffic on the data network has enabled the integration of powerful call handling and data management techniques. And not a moment too soon. With many employees having multiple phone 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.

TRANSFORM VOICE COMMUNICATIONS INTO A COMPETITIVE ADVANTAGE

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. With TeleVantage, 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[®]-based graphical user interface, affordable scalability, streamlined administration and a low cost of ownership.

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forwarding ensures that an employee is always reachable — on any specified line — and always has access to the full range of TeleVantage features. This means a customer only needs to know one 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 e-mail.

Treat each caller with a personal touch

TeleVantage lets users personalize their various voice greetings and define how a call is handled, creating a more personal and positive experience for callers. Specific callers can even be designated as VIPs, enabling those individuals to bypass voicemail and reach the recipient directly.

Target messages to diverse audiences

You can easily record and broadcast voice messages to groups or entire organizations, enabling prompt delivery of urgent or time-sensitive messages or reaching out to audiences that share a common role or interest.

Keep a copy of voice calls “for the record”

At no additional cost, automatically or on demand record and store live conversations and voice messages to confirm customer orders, support compliance efforts or to facilitate training and coaching. Recordings can be easily retrieved and forwarded to clients and colleagues or to an administrative assistant for purposes of transcribing. TeleVantage enables you to search quickly and easily through millions of archived recordings to pull up a specific conversation.

Enhance customer and partner loyalty and retention

A TeleVantage solution can enhance your relationship with customers and partners by reinforcing the perception that your organization is responsive and easy to do business with. For example, your most important clients may not know they have been designated as a VIP caller, but they will be aware that their calls

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, drag-and-drop 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 Microsoft Outlook directory. And much more.

Take your features with you

In an organization whose mobile employees have multiple phone lines, “follow-me” call

TELEVANTAGE AT A GLANCE

- Delivers big-company features with a small-company price tag.
- Enhances productivity by enabling voice communications to be used more efficiently and creatively.
- Upgrades call center capabilities to drive revenue growth and improve the quality of customer service.
- Highly scalable, easy to upgrade and has a lower cost of ownership because it is an open-systems, software-based solution.
- Has proved its value across many industries: law firms, real estate offices, marketing and advertising agencies, automobile dealerships, service and support businesses and others.

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are answered with a personalized response and always returned within a few minutes. Your partners and suppliers will be impressed that your employees can initiate team conference calls "on the fly," without false starts and dropped calls. Your top 20 customers will appreciate being the first to hear about your latest product or service offerings.

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

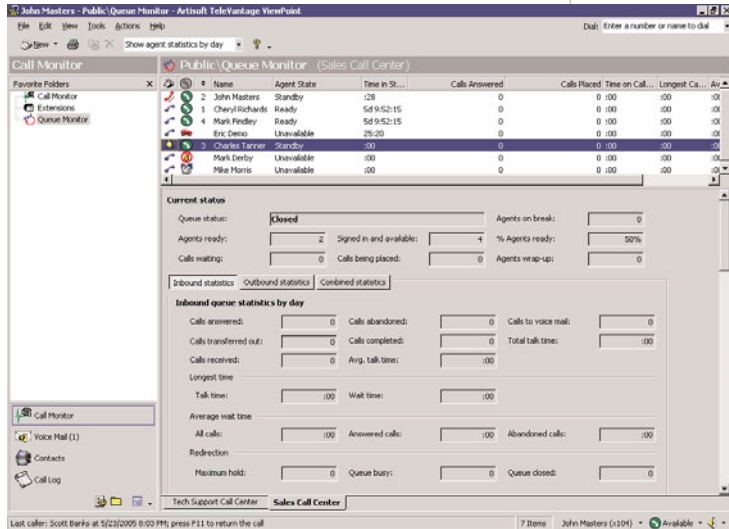
USE VOICE COMMUNICATION DATA TO ENHANCE DECISION-MAKING

With TeleVantage, your phone system is not only a channel for conducting business, but also a powerful source of information about your business operations. For example, you can evaluate abandoned call rates in real-time or via historical reports, and determine whether staffing levels need to be adjusted or if calls need to be routed in a different way. You can also measure customer response to your marketing efforts by associating a specific inbound phone number to an event such as a trade show, a new product launch campaign or a specific advertisement.

STREAMLINE ADMINISTRATION

When employees join your organization, change assignments or move to a new facility, their access to voice services (and their productivity) is typically 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 capability reduces delays, costs and paperwork because service technicians are not required to perform these 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

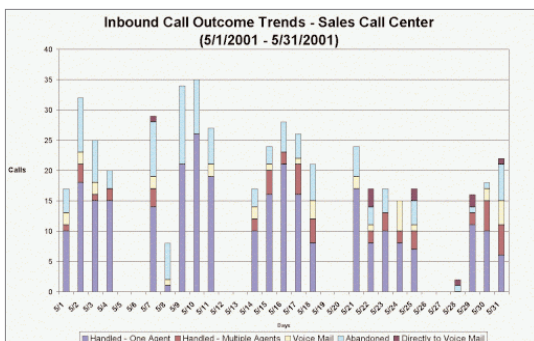
When many business owners hear the words "contact center," they envision a large room with dozens of agents and high overhead costs. While recognizing the benefits of a contact center, they assume their organization (or their budget) is too small to make the necessary investment. On the contrary, TeleVantage Contact Center is a powerful option that 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

MAXIMIZE REVENUE FROM NEW AND EXISTING OPERATIONS

The optional TeleVantage Contact Center application also helps businesses maximize revenue by radically streamlining workflow processes, such as order processing, inbound and outbound telemarketing, and cross-selling and upselling products and services. Service-and-support businesses that rely on a mobile



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workforce, such as an appliance repair service or a chain of dry cleaning stores, can track and assign 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.

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. The Contact Center application can be easily added after your initial TeleVantage purchase. Unlike other products, no additional hardware is required.

PROTECT YOUR INFRASTRUCTURE INVESTMENT

TeleVantage allows you to explore the benefits of IP telephony while leveraging your existing investments in PSTN and mobile infrastructure. If you are moving away from a legacy PBX to take advantage of TeleVantage benefits, your investment in legacy digital PBX endpoints is protected since TeleVantage can work with many legacy PBX digital endpoint models without costly gateways. TeleVantage supports both 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.

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. Our software-based solution allows you to easily add new features and functions as they become available, without requiring hardware upgrades. TeleVantage features open APIs, enabling you to integrate TeleVantage with other software, hardware and custom applications. And with the TeleVantage family of add-ons, including Conference Manager, Call Classifier, Scoreboard, Enterprise Manager 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 and digital 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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