

TeleVantage for Software Vendors

Open Systems IP-PBX

A high-tech business depends on communication. From the initial sales contact to customer service and technical support, every customer call is important to your business, and your telephone system can make the critical difference between success and failure. With your competition only a mouse-click away, you need to make sure that callers get fast, accurate and personalized service — reaching the right person right away, and with a minimum of effort.

TeleVantage® has earned an outstanding reputation for helping technology companies maximize efficiency and streamline operations while increasing customer satisfaction. With TeleVantage, software vendors are able to minimize customer wait time, optimize technical support staffing, and reduce administrative overhead. TeleVantage provides a friendly calling experience for your customers, while giving your employees the best call-handling resources available. And TeleVantage integrates easily into your existing computer environment with little or no training. Your entire organization will see immediate benefits from this cost-effective and easy-to-administer phone system, right out of the box.



TeleVantage is a flexible, affordable IP-PBX that enhances customer service, increases productivity and improves the bottom line.

Key Benefits:

- **Manage your phone system as easily as your network**
- **Optimize your sales and support teams**
- **Keep remote employees connected**
- **Expand your market opportunities**
- **Get call center agents up-to-speed faster**
- **Improve employee productivity**
- **Reduce administrative costs**
- **Unify your messaging**
- **Integrate with CRM systems**
- **Protect today's investment and ensure future flexibility with open systems architecture**

A Flexible Solution to Maximize Your Productivity

“Not only is TeleVantage improving our business internally, it’s allowing us to generate new customers as well.”

*Brad Dempsey
President and Chief Architect
Open Solutions Inc.*

Vertical's TeleVantage gives your organization the powerful benefits of advanced call management, call-center efficiency, and ease of installation and use. Designed on a flexible, open systems architecture, TeleVantage ensures that callers will reach the right person quickly and that all calls are handled with courtesy, professionalism and care. And with virtually no learning curve, your organization will begin seeing a return on its investment from the very first day.

Manage your phone system as easily as your network

Change is a way of life in a high-tech business. When you add or move employees, you can't afford to leave them unproductive for hours or even days while waiting for an outside service technician to update your phone system. With TeleVantage, a graphical administrator interface enables your own network or IS staff to easily make changes in-house, and your employees can set up their own call-handling preferences from their desktop PCs. You'll save both time and money, and make changes on your own schedule – not your service company's.

Optimize your sales and support teams

Enhancing the performance of your sales and support teams can have a tremendous impact on your company's bottom line. TeleVantage connects callers to the right person immediately, even if that person is at a remote location. To ensure the most efficient service, TeleVantage can automatically route callers to their territory reps based on area code, or to the most appropriate tech support agent based on the product they are inquiring about. It can even identify priority customers and direct their calls to particular agents or move them to the front of the queue. And TeleVantage helps ensure that your call centers are always working at peak efficiency. Detailed reports provide call-handling statistics that help you optimize your staffing resources, and real-time threshold alarms alert you to overload conditions so that you can take corrective action, long before a problem gets out of hand.

Keep remote employees connected

With TeleVantage, your remote employees are always reachable at their usual phone number and still have complete access to the system's advanced features. Either by using the auto attendant or simply dialing an extension, callers can reach remote employees just as if they were in the office. The "Find Me" call forwarding feature eliminates "tele-

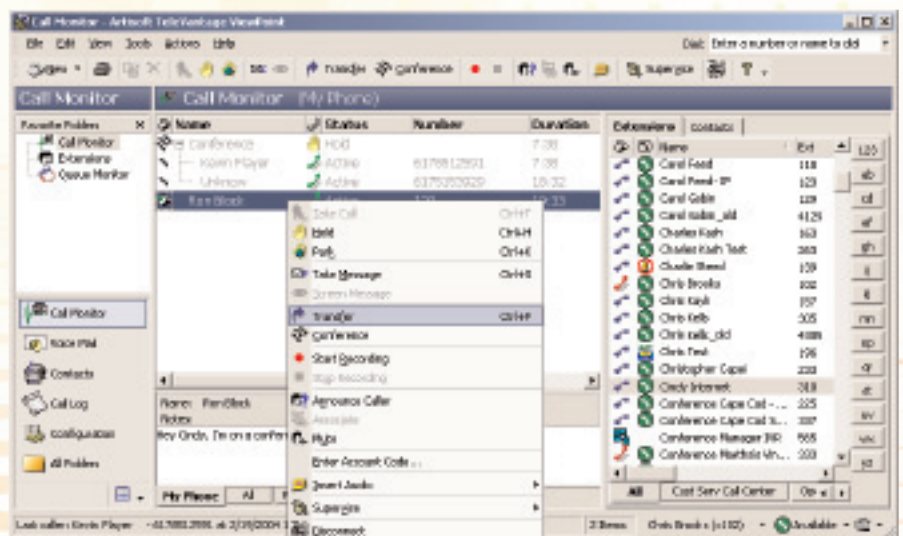
phone tag" by easily locating field sales personnel, shortening sales cycles and dramatically improving customer service. Staff members working at home or at remote sites can seamlessly transfer calls to extensions anywhere in your company. And remote workers can log into their TeleVantage account from any Web browser to listen to voice mail, manage call rules, or place calls using the home office's lines, saving on long-distance charges.

Expand your market opportunities

For many software companies, TeleVantage provides more than a great phone system – it offers an attractive opportunity to enhance your own product by adding advanced telephony features, opening up new markets for your organization. The open API lets you easily integrate TeleVantage with your software using Visual Basic. With TeleVantage, you can offer your customers greater strategic value; and with Vertical's Open Communications Alliance, you also gain the advantages of Vertical's extensive distribution channel and customer base.

"TeleVantage fits the way we work."

Jim Farmer, Chairman, Sigma Systems



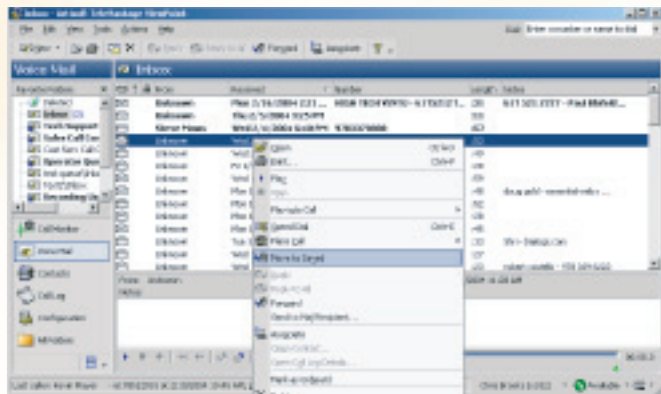
Descriptive Windows pull-down menus make it easy to perform any call handling command with the click of a mouse.

Get call center agents up-to-speed faster

Whether in tech support, sales or customer service, deploying a new person on the phone can be a risky proposition. Questions answered incorrectly, repeated transfers, or excessive time spent in retrieving information can reflect poorly on your company, resulting in dissatisfied customers and lost business. With TeleVantage, a supervisor can monitor calls in progress, join calls, or coach the agent in real time without being heard by the customer. You can even record a sampling of calls to review with the agent later.

Improve employee productivity

TeleVantage is easy to learn and use, making your employees more productive right from the start. With its familiar Windows®-based interface, your staff can



The easy to use PC interface lets you prioritize your voice mail, record and archive important messages and quickly access your call history - all with a point-and-click.

easily manage their calls and voice mail from their desktop PCs. There are no complicated sequences to learn or codes to memorize. Play (and replay) important messages first – no more wading through lists or endlessly hitting the pound key. With a simple point-and-click, you can easily transfer calls, instantly return a call, or grab back a call as a voice mail message is being recorded.

Reduce administrative costs

With TeleVantage, every employee has the equivalent of a full-time receptionist, greatly reducing the need for administrative personnel. TeleVantage announces the caller's name before the call is answered, even on calls forwarded to cell phones, so that each employee can screen calls effectively – answering important calls immediately while deferring others to voice mail. The easy-to-use graphical interface lets employees transfer calls and set up conference calls without assistance. The automated attendant easily routes calls without a live operator, and a simple cordless headset can leave your receptionist free to perform other duties around the office while still handling incoming calls.

Integrate with CRM systems

From handling incoming calls to large-scale sales and marketing campaigns, TeleVantage can serve as an extension of your CRM system to help you do more business. When a call comes in, a screen pop can immediately display important caller information, enabling your tech support, customer service and sales teams to answer the call more intelligently. For outbound campaigns, TeleVantage can extract contacts from your databases, automatically dialing and feeding them to your telesales team, saving time and virtually eliminating misdialed or duplicate calls.

Unify your messaging

TeleVantage helps integrate voice mail and e-mail so that each employee can work the way they're most efficient. Users can receive voice mail messages through their e-mail system, or have the system notify them by e-mail or pager when urgent voice messages come in. They can also send voice mail messages as e-mail attachments to anyone, inside or outside the company.

"We're getting our money's worth with TeleVantage with the call volumes we're able to support now."

Al Ingram, Operation Project Manager, Ipswitch, Inc.

Protect today's investment and ensure future flexibility with open systems architecture

Chances are your software product runs on an open systems architecture...why shouldn't your phone system? TeleVantage gives you all the advantages of open systems in both its computer and telephone components. Fully compatible with standard Windows/Intel servers, TeleVantage scales to grow with your business and can easily move with you if you change locations. TeleVantage also works with a vast array of telecom equipment, including standard and IP telephone lines, and a wide range of handsets from basic to deluxe, probably including the ones you're using now. Open systems architecture protects your investment by ensuring that TeleVantage will never become obsolete. Like your business, it just keeps getting better over time.

TeleVantage Features

Complete software-based phone system

- Full PBX functionality
- Phones stay up during power or server failure
- Built-in extended 911 service
- RAID drives and UPS support
- All trunk types supported (Analog, BRI, T-1, E-1, ISDN PRI/CAS, Internet)
- Expandable to 288 trunks, 720 stations
- Analog, digital, IP phones
- Built-in IVR Toolkit
- Multiple music on hold sources

Powerful call control

- Voice guided multi-lingual telephone interface
- Easy Windows-based desktop interface
- Cross-platform web browser interface
- Screen calls with PC or phone
- Visual multi-line call handling
- Caller ID display on PC or CLASS phones
- Drag-and-drop transfers and conferences
- One-click conference on call waiting
- High density (up to 60 party) conference calls
- Grab and hold ringing calls
- Park / unpark calls
- Ringback for calls left on hold or parked
- Pick up calls within workgroup or company
- Extensions pane with user "on phone" status
- Personal Call Log with notes
- Customizable ring patterns for call types
- Automated call handling by personal status
- Do Not Disturb, Out of the Office and other custom statuses
- Automated busy handling and camp on
- Intercom and paging through phones
- Whisper announce
- Hot line automatic off hook calling

Full-featured voice mail

- Visual voice mail display with caller name
- Click to reply, forward, or call back a message
- Export to .WAV file
- Password security, enforceable rules
- Screen messages as they're being left
- Pull callers out of voice mail
- Bookmark important sections of long messages
- Callers can specify callback number
- Multiple personal greetings
- Personalized greetings for special callers or dates / times
- E-mail/pager/call out notification of new messages
- Voice mail delivered to unified e-mail inbox
- Microsoft Exchange synchronization
- Urgent and private message flags
- Remote access via phone or Web browser
- Auto-delete old messages
- Custom, sharable message folders

- Adjustable maximum message length
- Message waiting light
- Stutter dial tone to indicate new messages
- Automatic dialing to return call

Integrated contact management

- Company, workgroup and personal contacts
- Contact identification w/o requiring caller ID
- One-click dialing
- Use existing contact databases
- Custom shareable contact folders
- Custom call routing and greetings by contact
- Screen-pops for contact calls
- Change language based on contact
- Predefine account codes per contact
- Act!, Outlook, Goldmine, FrontOffice support

"Follow-me" call forwarding

- Easily route calls to multiple internal or external locations
- One-key forwarding to where you are
- Forward calls differently by caller or personal status
- Screen forwarded calls using verbal prompts
- Password-protect forwarded calls

Multi-level auto attendants

- Automated or receptionist answering
- Extension dialing or DID
- Dial-by-name directory
- Schedulable greetings and routing for holidays and off-hours
- Record or import greetings and menu prompts
- Caller choices can deliver custom data to agent screen pops or change language (e.g. Spanish)
- English (US and UK), Spanish, French (Parisian and Canadian) and German language support
- Timeout routing to any extension or attendant
- Auto fax detection and routing

Point and click administration

- Windows-based administration from any location on the network
- Software-based trunk setup
- Device Monitor for real-time trunk/station status
- Comprehensive exportable call log
- Public and personal workgroups
- Easily add, delete and modify users
- Individual or role-based permissions
- Multiple tenant or department support
- Dialing and feature restrictions
- Account codes: forced, verified or optional
- Configurable routing services for least cost routing
- Trunk usage reports
- Monitor use of system space and resources
- E-mail notification of alerts, special events
- Context sensitive help, on-line manuals

Internet ready

- Easy-to-use Internet trunks and dialing services
- Standard H.323 VoIP support
- IP Gateways tie distant Servers together
- Call local numbers from remote servers
- Microsoft NetMeeting "Click to call" support
- Phone support

Remote access from anywhere

- Complete visual access via Web browser
- Graphical call control for remote, cell, IP phones
- Phone login for voice mail and account setup
- Remote call screening
- Change greeting, forwarding and personal status from any phone

Comprehensive call center

- Single-point access to create and manage queues
- Call distribution based on agent performance, top down, round robin, simultaneous ring
- Redirect calls if queue is too busy
- Inbound / Outbound/ Blended queues
- Coaching and monitoring to train new agents
- Real-time agent and queue statistics
- Full-featured Call Center Reporter based on Microsoft Excel
- Automatic call recording by queue or agent
- Multiple, threshold driven hold prompts
- Bail out options to voicemail, or any extension
- Priority routing for important callers
- Multi-tier overflow agents
- Individualized agent and supervisor permissions
- Queue sign in / out, break, unavailable status
- Customizable wrap-up time per agent

Extendable, open, standards-based

- Easy software-only upgrades
- MAPI and SMTP e-mail support
- TAPI service provider support
- SMDR interface support
- SQL Server database
- COM-based SDK for custom add-ons and IVR development
- Extendable user menus and toolbar

Minimum server requirements:

- Pentium 400 MHz PC
- 256 MB RAM
- Windows 2000 or 2003 Server, Windows 2000 or XP Professional
- Intel Dialogic telephony boards
- Any standard phone: speaker, corded, cordless or CLASS or ADSI feature phone

About Vertical

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, Massachusetts and delivers its solutions through a worldwide network of systems integrators, resellers and distributors. Visit <http://www.vertical.com> for more information.

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About TeleVantage

Vertical's TeleVantage is feature-rich, software-based phone system that combines the power of desktop computing with the most advanced communications technology available. TeleVantage delivers greater functionality, flexibility, and value than proprietary PBXs to a variety of customers, from small offices to large enterprise organizations with sophisticated call centers. Built on open-systems architecture and supported by world-class Intel hardware, TeleVantage provides more value today while safeguarding investments for the future.



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