

# Wave IP Business Communications Systems

Powerful.  
Flexible.  
Dependable.

# Increased Productivity. Lower Costs.



Edge 700  
phone

## Wave IP - Applications Inside™

Vertical's Wave IP Business Communications System delivers business telephony and applications that can increase employee productivity and reduce operating costs for businesses of any size – from small single-site businesses to large multi-site enterprises. Wave IP integrates desktop and enterprise applications with voice communications in a streamlined system that is easy to deploy and manage.

*We have experienced a 15-20% productivity boost since we installed Wave IP in our office. Our monthly phone charges were cut in half, Wave IP just pays for itself, and ViewPoint rocks, I don't know how we survived without it!*

**Hershel Rosenberg,**  
Voice Tech Systems, Inc

# Unlock the Power of Communications Applications



## Don't settle for just 'dial tone'. Expect more.

If you are settling for just 'dial tone' – you're missing out. Wave IP is much more than a phone system; it is a powerful business tool that offers critical business communications applications, as well as the ability to integrate telephony with existing enterprise applications, resulting in greater employee productivity and visibility of business activities.

Wave IP's unique *Applications Inside Architecture* means Wave IP offers a

portfolio of applications "*in-the-box*", including the award winning ViewPoint Desktop Client, the Wave API that integrates ViewPoint functionality into your other enterprise applications (e.g. accounting, billing, Customer Relationship Management (CRM)), Wave Contact Center to turn your customer service department into an efficient call center, and much more.

[See Applications Inside Overview.](#)

# Reduce Operating Costs

## Realize the Cost Savings of SIP Trunking

SIP trunking is one of the biggest cost saving opportunities a company can achieve to reduce operating expenses. Compared to traditional PSTN trunks with DID and 800 numbers, a company can immediately save 30-50% off their monthly phone bill. Wave IP is certified with a number of different SIP providers.

## Increase the Value of Existing Voice Infrastructure

Migration is a key value of Wave IP – as it supports a number of traditional phone types. Wave IP is compatible with Vodavi and Comdial phones, as well as, supporting any analog or standard IP endpoint.

## Avoid the Exorbitant Expense of Upgrading IP/ Data Networks to Support VoIP

You don't have to upgrade your entire network to support a new VoIP system while still realizing the benefits!

Wave IP is a converged system that can be deployed as a digital, analog, hybrid or VoIP phone system. Most VoIP systems require expensive network upgrades to support the increased bandwidth, security and QoS required for VoIP calls on the LAN and WAN.

## Manage Your Voice Systems Like Your IT Systems

Wave IP offers a robust Web-based administration console that can be accessed remotely and configured to provide alerts and alarms based on system status and performance. The Wave Global Administrator management console has over 50 applets covering configuration, user management, diagnostics, licensing and notification/alert management.



Wave IP 2500 system for HQ and medium offices, supporting up to 350 users.

# Desktop Integration Increases Your Productivity

**Manage Your Voicemail Visually** through a simple, intuitive interface, letting you prioritize your messages at a glance. Listen to the most pressing voicemail first and add notes easily. Bookmark important sections of the message, such as an order or phone number, enabling rapid retrieval of vital information. Notes are included in forwarded messages for easy reference.

**Enhance Customer and Partner Loyalty & Retention** - ViewPoint enhances your relationship with customers and partners by boosting your responsiveness. 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 are answered with a personalized response and always returned within a few minutes.

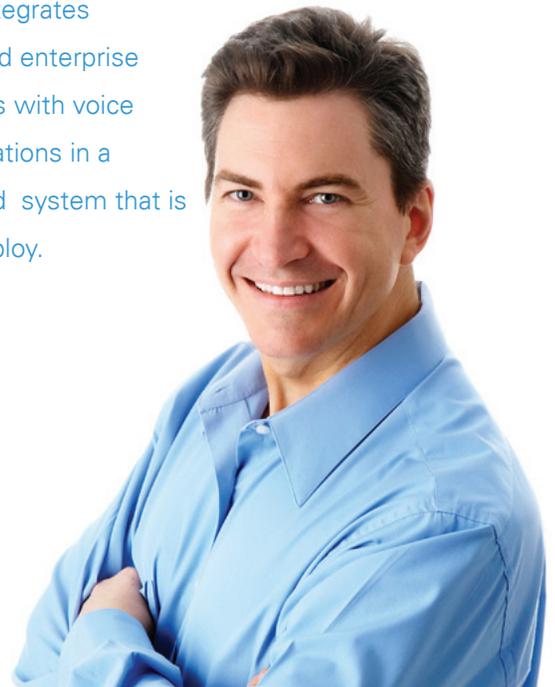
**Support Compliance & Training with Call Recording** - Call Recording is a powerful tool supporting vital business functions like compliance, training, performance reviews and customer service. To record an outbound or inbound call, simply click the record button on the toolbar or have the system record calls automatically. Pause or resume recording as needed - and putting a call on hold automatically pauses recording. You can even add written notes or your own recorded comments and bookmark key moments in the recording for future access. With ViewPoint you can quickly and easily search your archived recordings for specific conversations.

**Target Messages to Diverse Audiences** - Easily record and broadcast voice messages to groups or entire organizations, enabling prompt delivery of urgent or time-sensitive messages.

**Treat Each Caller with a Personal Touch** - Create multiple voice greetings and set up custom routing rules through an intuitive GUI interface to define how each caller is handled, including VIP treatment, creating a custom experience for callers.

**Take ViewPoint Features With You** - In an organization whose mobile employees have multiple phone lines, "follow-me" call forwarding ensures that an employee is always reachable — on any specified line — and always has access to the full range of Wave IP features. Customers only need to know one phone number for a given employee in order to reach that individual anywhere in the world.

Wave IP integrates desktop and enterprise applications with voice communications in a streamlined system that is easy to deploy.



# Applications Inside<sup>TM</sup> Architecture

Unlike other solutions that offer support for adding voice applications at a later date, but which require additional servers and other components — not to mention long deployment schedules and business disruption — Wave IP is unique in its *Applications Inside* architecture. Wave's portfolio of embedded applications is included "in-the-box" with every Wave IP system. You choose what you need, when you need it.



Wave IP 500 system for branch and small offices, supporting up to 50 users.

## Core Applications

Base applications, such as Auto Attendant, Call Recording and Unified Messaging, are included at no extra cost. Wave ViewPoint, the award-winning desktop communications tool, is included for all users, providing control over every aspect of every call on both the PC desktop and the telephone.

**ViewPoint Desktop Call Management:** Intuitive award-winning call handling software that makes it easy to place and transfer calls and manage contacts with drag-and-drop simplicity. ViewPoint imports contacts from your Microsoft® Outlook directory, making it easy to search for phone numbers. Make and share notes about a particular call, and bookmark sections of a voicemail message to identify critical parts of a call.

**Visual Voicemail:** View and manage your voicemail messages using ViewPoint. Wave Voicemail supports up to 1,000 mailboxes.

**Unified Messaging:** Lets users manage email and voicemail messages through a single desktop interface such as Microsoft Outlook.

**Presence Management:** Confirm if a colleague is at a meeting, traveling or available by phone before initiating a call, conference or forwarding a call to that individual.

**Call Recording:** Record all calls, calls on demand, or on a customized schedule to confirm customer orders, support compliance efforts and facilitate training and coaching.

**Auto Attendant:** Provide a professional call experience by directing prospects, customers and business partners to the right person or department, without the intervention or cost of an operator.

**Wave Global Administrator:** Intuitive Web-based management tool enabling easy system setup and administration, including diagnostic and monitoring capabilities.

**Wave Client API:** Integrate ViewPoint with 3rd party enterprise applications – CRM, billing, hospitality, pharmacy software suites and more. Anything you can do in ViewPoint you can do in your enterprise application by utilizing this comprehensive and easy to use API.



## Add-on Applications

Optional add-on applications are preinstalled and ready-to-run. They can be licensed and dynamically launched at any time. The free 30-day trial license 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 Contact Center & Reporter:** Optimized for any business unit that interacts with customers such as technical support, inside sales and customer service. Wave Contact Center agents can be located wherever there is an Internet connection. Agents use the same ViewPoint application. 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 Voice Server:** This fully-integrated voice application server enables you to develop and deploy customer-friendly business-enhancing, self-service applications. As business needs evolve, use Wave Voice Server to create your own library of value-added voice-enabled 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, voicemail and features.

Call **877-VERTICAL**  
today to learn more  
about Wave IP

"We have moved several of our clients to Wave IP over the last year, and I can honestly say, not one of them regrets it!"

**Steve Davidson**  
President  
U.S. INFOTEL CORP.

"We have a large number of Wave IP systems installed with networking, digital and IP end points, configurations with T-1, analog trunks and SIP and they all work well. We look forward to growing our business with Vertical."

**Richard Medeiros, President**  
Voice Systems, Inc.

"With its application framework and highly supportable platform we are positioning Wave IP as our lead product, whenever possible, to fit our client's needs."

**Richard Alexander, President**  
Alexander Group

"We currently have many Wave IP systems deployed, enabling us to further strengthen our relationships and commitment to service with our customers."

**Frank Milnazzo, Vice President**  
BT Communications, Inc.



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