

# iPECS

iPECS Cloud

Powered by



presented by



# Agenda

01

Market Analysis

02

iPECS Cloud Overview

03

Vertical iPECS Architecture

04

iPECS Cloud Packaging

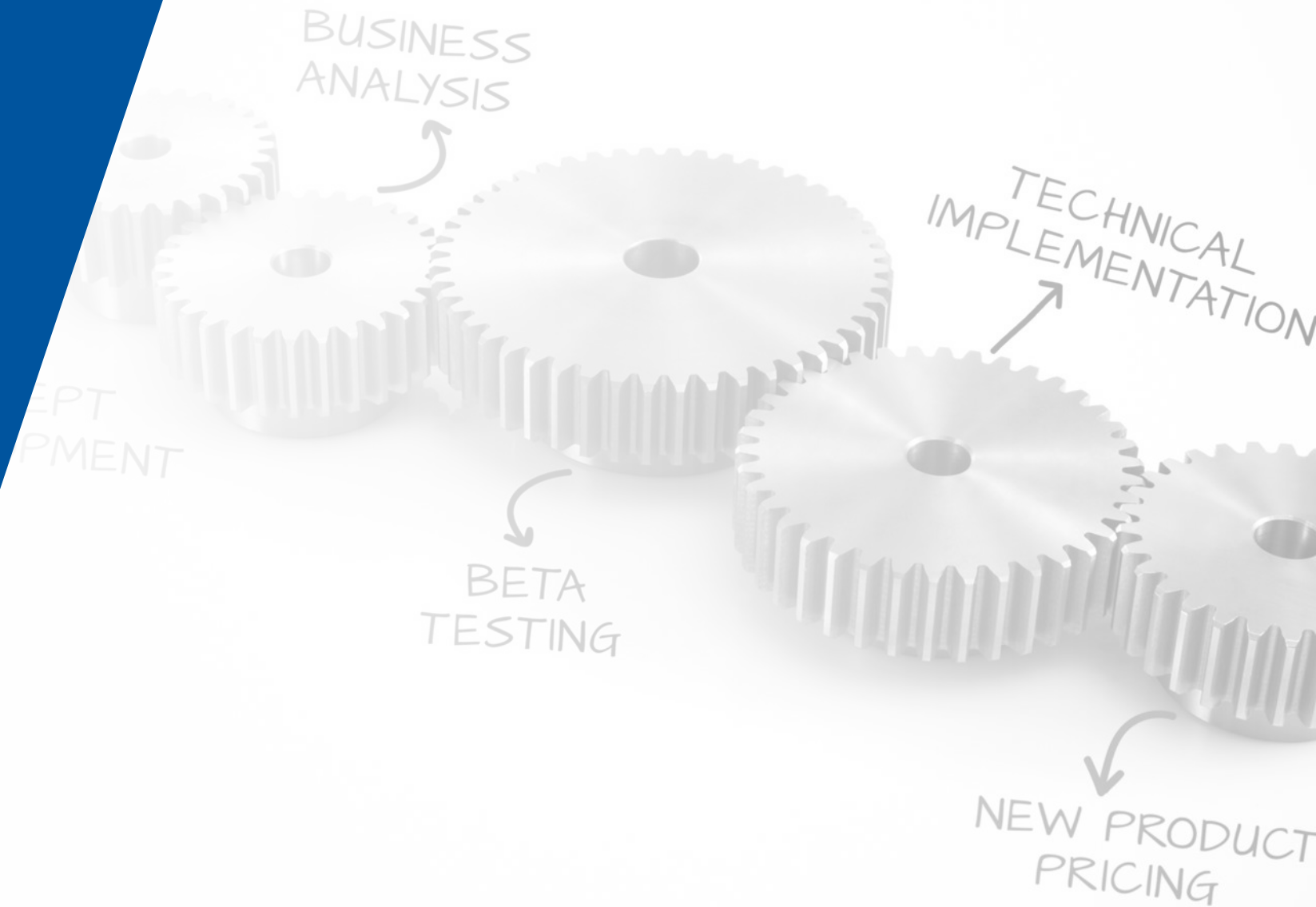
05

Sales Toolset

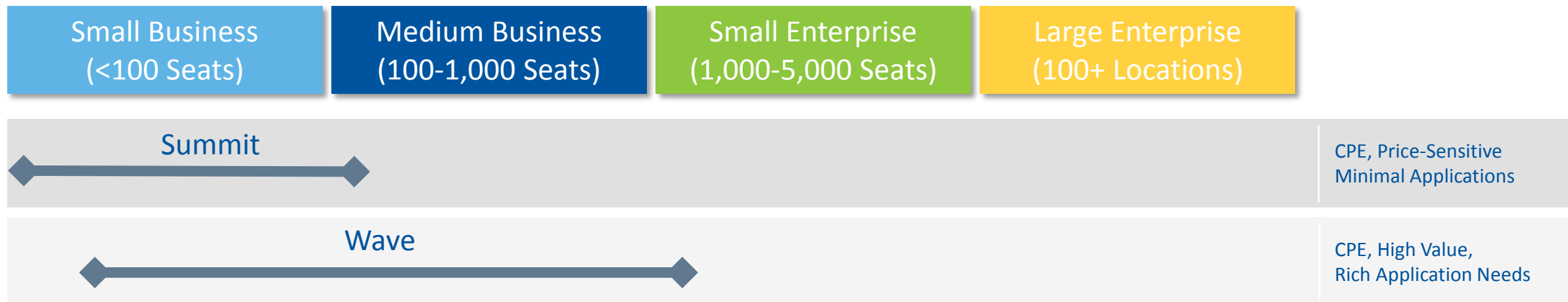
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Road to Dealer Success

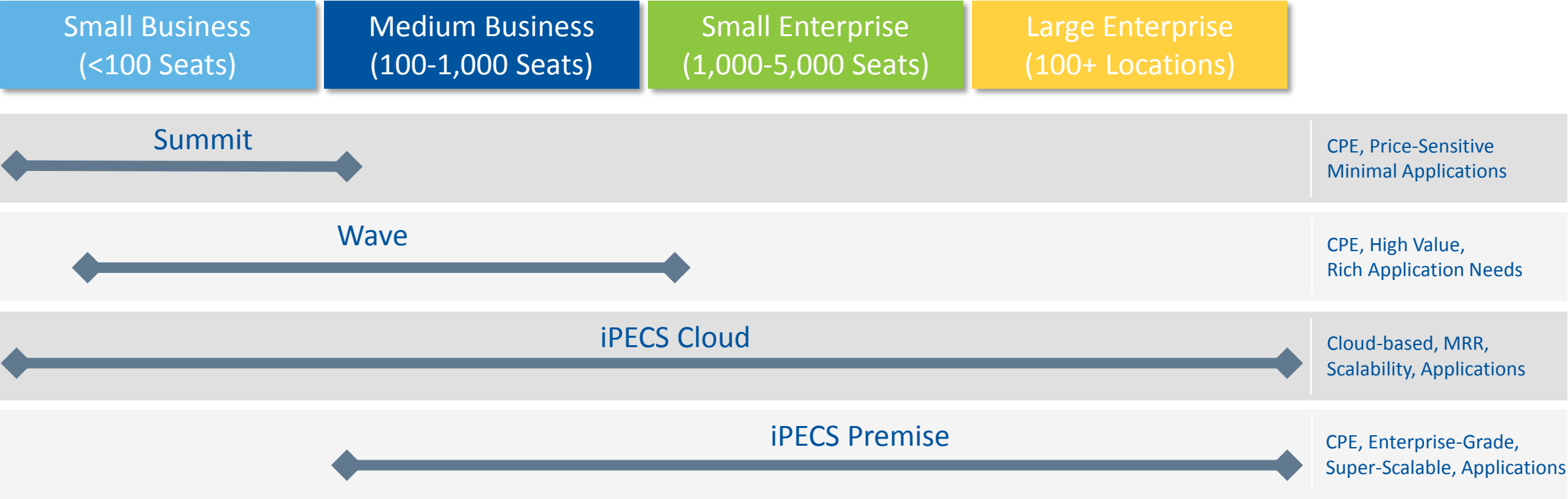
# Market Analysis



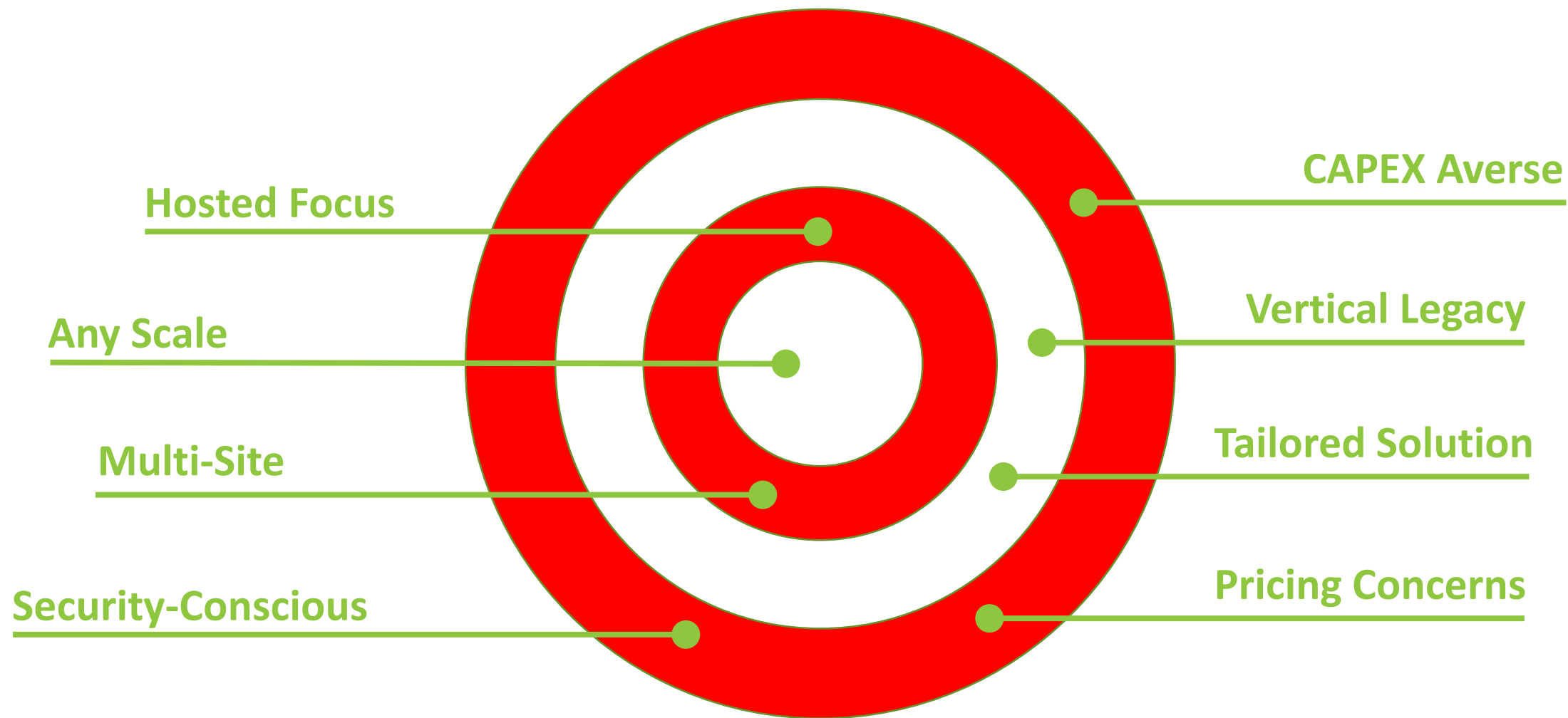
# Vertical Product Portfolio



# Vertical Product Portfolio



# iPECS Cloud- Target Customer



# iPECS Cloud Overview



# What is iPECS Cloud?

**iPECS**  
**Cloud**

Cloud  
Hosted  
Solution

Built-In  
Powerful  
Applications

Easy to  
Deploy, Use,  
and Manage

Powered  
by



Offers  
Military-  
Grade  
Security

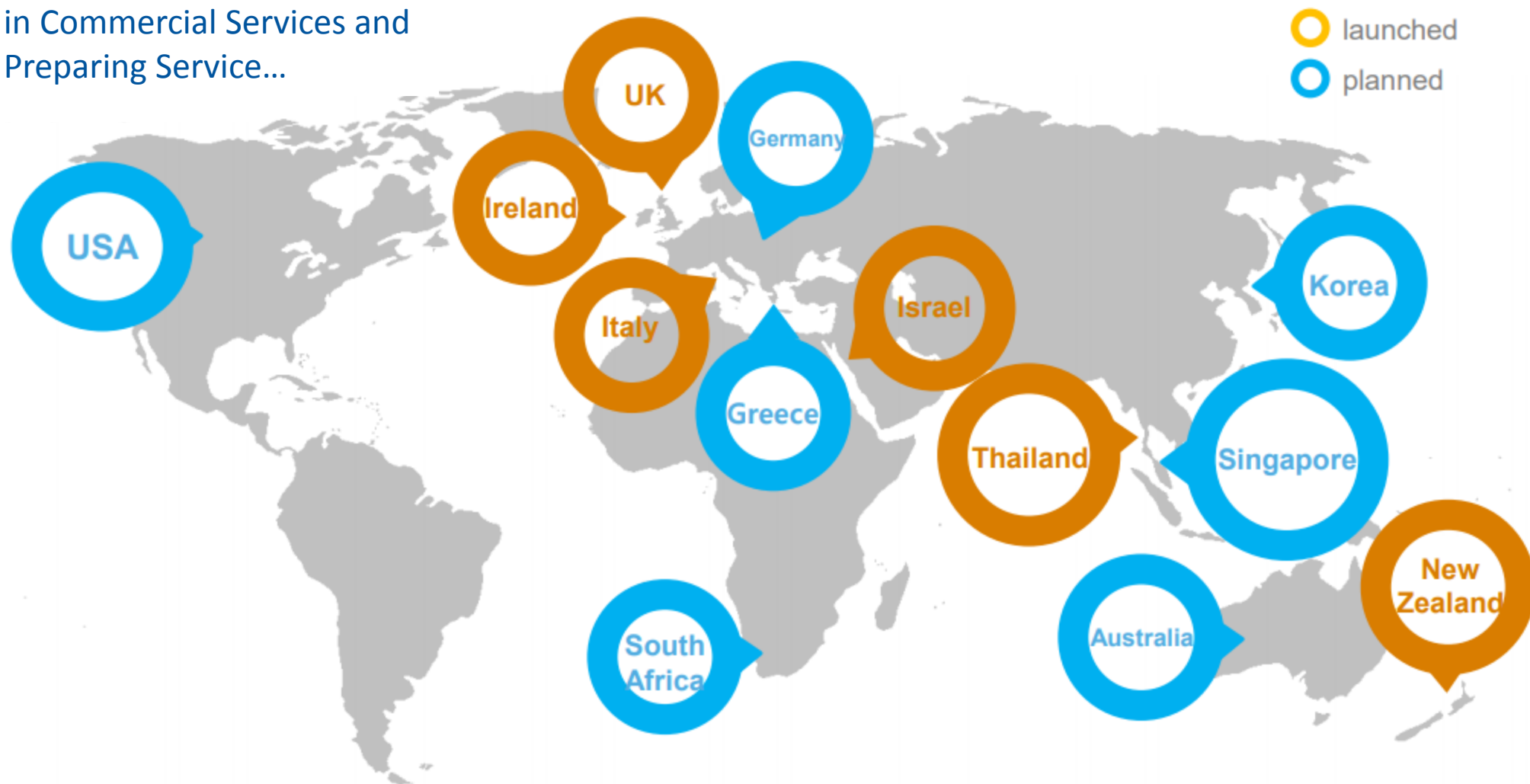
Enterprise-  
Grade Solution  
at  
SMB Prices

Built-In Voice  
Quality  
Monitoring



# iPECS in Operation

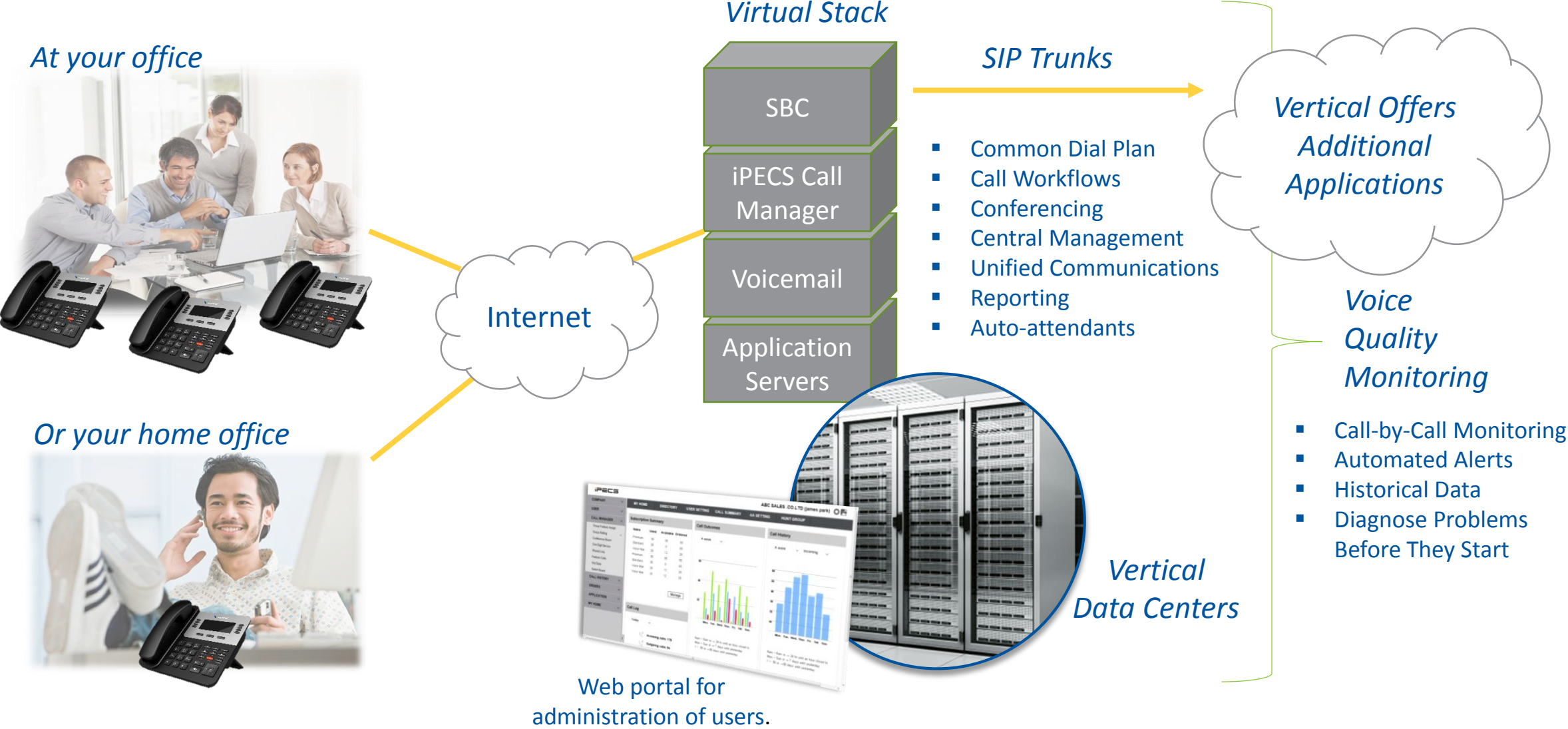
6 Partners in Commercial Services and  
7 Partners Preparing Service...



# iPECS Cloud Architecture



# iPECS Cloud Architecture



# Vertical iPECS Cloud Infrastructure

24x7 monitored data center  
with biometric security



Located in areas with  
FEMA certified low natural  
disaster risk



Peering with every major  
carrier backbone



UTI Tier III Designed



Pro-actively monitored  
for voice quality as well  
as up-time



# iPECS Cloud Admin Built for Dealers

## **Vertical Admin**

Vertical support can see all dealers and assist with admin if needed.

## **Dealer Admin**

Dealer admin can see all customers and get into customers without knowing customer passwords.

## **Customer Admin**

Customer admin can see all locations and get into user settings as needed without user passwords.



# Dealer Admin Portal Sample

Customers

Create New Customer

Modify Existing Customer

Shipping Information

Orders Process

Device Management

Number Management

Call Fraud Management

F/E Portal Management

VSP Reseller

Account

My Home Setting

My Information

Menu

My Home

Modify Existing Customer

Customer Name

--- ALL ---

Search

Customer List

	Customer Name	User Package(EA)	Administrator ID	Administrator Name	Administrator Email	Service Start	Customer Status
1	<input type="checkbox"/> Arizona Super Creditors Service	4	admin@gsccs.org	Gene Yu	gyu@gsccs.org	2017-12-05 11:13:28	Normal
2	<input checked="" type="checkbox"/> New York's Proactive Training School 10		admin@proactivetrainingacademy.com	Ken Smith	ksmith@proactivetrainingacademy.com	2017-12-11 14:11:07	Normal
3	<input type="checkbox"/> Safe Solutions	4	admin@proactivetrainingacademy.com	Ken Smith	ksmith@proactivetrainingacademy.com	2016-01-05 11:40:45	Normal
4	<input type="checkbox"/> Private Trade Service	3	admin@proactivetrainingacademy.com	Scott Roberts	sroberts@proactivetrainingacademy.com	2016-01-05 14:12:38	Normal
5	<input type="checkbox"/> Law Office of Vanessa Balle	2	admin@proactivetrainingacademy.com	Vanessa Balle	vballe@proactivetrainingacademy.com	2016-01-01 10:00:00	Normal

Page 1 of 1

Customer Information

Additional Info

Resource

Latest Order History

Call Fraud

New Order

Phone Setting Information

Close Customer

Customer Name \*

Administrator ID \*

Administrator Password \*

Administrator Name \*

Administrator Email \*

Administrator Phone Number

Language \*

PO Number

Notes

New York's Proactive Training School 10

admin@proactivetrainingacademy.com

At least 8 characters, Max 15 characters.

Ken Smith

ksmith@proactivetrainingacademy.com

301-461-1000

English

# iPECS Cloud Packaging



# iPECS Cloud Packages

**\$10/month**   **\$16/month**   **\$22/month**

Feature	Extension Only	Basic User	Premium User
Basic Phone Features (call, transfer, conference, page, park)	✓	✓	✓
Advanced Phone Features (forward, DND, speed-dial, camp-on, call-back)	✓	✓	✓
Unlimited Local and Long-Distance Calling	✓	✓	✓
Member of Ring Group/Hunt Group	✓	✓	✓
Web Portal for User Management	✓	✓	✓
Direct Dial Number		✓	✓
Voicemail Box		✓	✓
Conference Room		✓	✓
Call Recording			✓
Unified Communications Client (desktop and mobile)			✓

\*With 36 month minimum commitment



# iPECS Cloud Add-Ons



**Additional  
Phone Numbers**



**CRM Desktop  
Integration**



**Web Fax  
Mailbox**



**Toll-Free  
Phone Numbers**



**Skype  
Integration**



**Stand-Alone  
Voicemail Box**



**ACD Agent  
Seat**



**Additional  
Auto Attendants**



**ACD Manager  
Seat**

# iPECS Cloud One-Time Setup

## Vertical Professional Setup- \$25/user

- Consultation with Vertical Solution Engineer
- Managed by Vertical Project Manager
- Live Phone Calls for Design, Install, and Follow-Up
- Remote Configuration of User and Phone
- Network Assessment Report



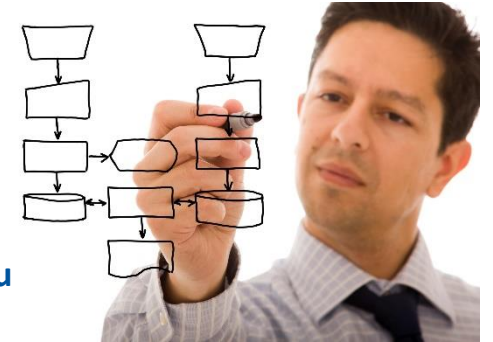
## Additional Setup Items

- |                     |      |
|---------------------|------|
| – Auto-Attendant    | \$25 |
| – ACD               | \$25 |
| – CRM Integration   | \$15 |
| – Skype Integration | \$10 |
| – Voicemail         | \$10 |
| – Webfax            | \$15 |



## Custom Setup- Contact for Quote

- For IVRs, Contact Center, Advanced Routing, and Other Complex Solutions
- Vertical Professional Services Team will Engage with you to Tailor the Ideal Solution for you Customer



# iPECS Handsets

## 9800 Series IP Phones



Edge 9840C  
Color Executive  
Desk Phone



Edge 9830  
Professional  
Desk Phone



Edge 9820  
Standard Phone

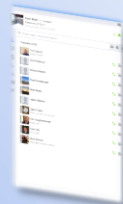


Edge 9802  
Basic Phone

## UC Software Softphones



Mobile Client  
(Android, iOS)



Desktop Client  
(PC)

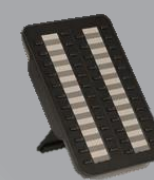
## Add-On Button Consoles



9824



9812



9848

## 3<sup>rd</sup> Party IP Phones



Polycom VVX  
310 & 410



Polycom  
Soundstation  
IP 5000



Yealink  
CP860



Cisco SPA  
502G & 504G

# Sales Toolset



# iPECS Cloud One-Sheet

INTRODUCING

iPECS

iPECS Cloud

iPECS Cloud delivers enterprise telephony features to your business as a hosted cloud service. iPECS Cloud is a single vendor solution with phones, service, and connectivity all delivered by Vertical Communications.

Powerful



Whether you have 100 Employees in 1 office or 1 million users in thousands, iPECS Cloud keeps your business working smarter through intelligent call workflows, Unified Communications, & more.

Reliable



Military-grade security and Vertical's fully integrated solution (from handsets, to internet service, to cloud telephony) combine to guarantee your Critical communications stay operational, no matter the challenge.

Economic



Every dollar in the budget is precious. To deliver outstanding Return on Investment (ROI) iPECS Cloud offers enterprise-grade features and reliability at small business prices.

Tailored



Vertical understands that your business isn't like everyone else. iPECS Cloud is tailored to deliver the unique competitive advantages you use to win in the marketplace.

Vertical Communications provides communications solutions for how we work today. For more information on iPECS Cloud contact Vertical Communications  
Phone: 877-VERTICAL Email: [info@vertical.com](mailto:info@vertical.com) Web: [www.vertical.com](http://www.vertical.com)



iPECS

iPECS Cloud

USER PACKAGES

Feature	Extension Only	Basic User	Premium User
Basic Phone Features (call, transfer, conference, page, park)	•	•	•
Advanced Phone Features (forward, DND, speed-dial, camp-on, call-back)	•	•	•
Unlimited Local and Long-Distance Calling	•	•	•
Member of Ring Group/Hunt Group	•	•	•
Web Portal for User Management	•	•	•
Direct Dial Number		•	•
Voicemail Box		•	•
Conference Room		•	•
Call Recording			•
Unified Communications Client (desktop and mobile)			•

Co-branding Space





# iPECS Cloud Brochure



**iPECS**  
iPECS Cloud

Strength to Support Your Communications World



**iPECS**  
iPECS Cloud



## COMMUNICATIONS YOU CAN DEPEND ON

Powerful, Economical, Reliable, Tailored.

There's nothing more important to your business than speaking to your customers. Guarantee your customer communications with iPECS Cloud, a powerful hosted communications platform that offers enterprise reliability at SMB prices. iPECS Cloud delivers powerful telephony features as a hosted cloud service reducing your support costs and delivering an economical solution. The Vertical implementation team will tailor the iPECS Cloud solution to meet the unique needs of your business.

### POWERFUL CAPABILITIES

No matter your company's scale, iPECS Cloud is built to power your organization. Whether you have ten users or thousands, iPECS Cloud enables simple management with its unified web portal. Access settings for a single location or managed hundreds. It's easy with iPECS Cloud.

iPECS Cloud also makes your business smarter and faster. Keep your entire workforce connected with Unified Communications and Mobility apps. Make sure every customer call is routed to the right location automatically with Intelligent Call Routing. iPECS Cloud powers up your business.

#### Key Features

- Cloud Service
- Unified Communications Client
- Video Calling
- CRM Integration
- Vertical Branded Phones
- Military-Grade Security
- Audio Conference Bridge
- Call Recording
- Professional Design & Install

**iPECS**  
iPECS Cloud

## ECONOMIC- BUILT WITH YOUR BUDGET IN MIND

iPECS Cloud offers enterprise grade features at SMB pricing. Advanced features such as call recording, automated call distribution, and video calling are built-in without breaking the bank.

- iPECS Cloud is paid for as a monthly service, making it an Operating Expense (OPEX) and offering your business ultimate flexibility and savings.
- Get the best value. iPECS Cloud includes the most common features users need in three affordable packages.
- Every iPECS Cloud user includes unlimited local and long-distance calling, so there's never any surprises on the bill.
- Reduce your investment cost by leveraging your existing Vertical equipment. iPECS Cloud supports many existing Vertical IP phones.
- Leverage investments in 3rd party devices as well. iPECS Cloud supports handsets and conference phones from Polycom, Cisco, and Yealink.



*iPECS Cloud supports existing Vertical branded IP phones and 3rd party IP phones to leverage your existing investments.*

## RELIABLE SECURITY AND STRENGTH

The world is an ever more dangerous place, especially when it comes to your technology solution. iPECS Cloud delivers military-grade security with AES encryption, support for TLS and HTTPS, 802.1x port authentication, and SRTP media transport so you never have to worry again. The iPECS Cloud solution keeps your communications secure.

iPECS Cloud ensures reliability by owning all parts of the solution chain, a process we call One Vertical. Vertical starts the chain with a professional install (choose Remote or add On-Site services) run by certified project managers and supported by Vertical's nationwide service team.

iPECS Cloud delivers Vertical-branded phones instead of a 3rd party solution. We validate your network with a network assessment process and recommend a Vertical provided network connection if your existing service can't support reliable VOIP service.

Vertical's professional support team completes our solution chain, always ready to help you and ensure your business never loses communication. Everything delivered from one provider, one responsible party, One Vertical.

## A TAILORED SOLUTION SPECIFICALLY FOR YOU



Your business depends on unique competitive advantages to engage with customers. You need a communications solution that can be tailored to how you work, not a cookie-cutter solution that doesn't meet your needs. With an array of user packages and add-on features, iPECS Cloud can be tailored exactly to your business needs. From call routing, to features available, to phones used; you make the call on every part of the iPECS Cloud solution. Don't accept a cookie-cutter solution for your unique business needs; iPECS Cloud is tailored to your company.



# iPECS Cloud Solution Presentation Slides


Slides to present the solution including:


- Slides To Fit Into Your Larger Presentation
- Introducing iPECS
- Addressing the Customer's Specific Needs with Solutions


# iPECS Knowledge Base

 Home

 [iPECS New User Setup Guide](#)

 [iPECS Phone Operation Guide](#)

 [iPECS Unified  
Communications Setup Guide](#)

 [iPECS Unified  
Communications Client  
Operation Guide](#)

 [iPECS Cloud User Portal](#)

 [iPECS Cloud Manager Portal](#)

## Welcome to the iPECS Knowledge Base!

The Vertical iPECS Knowledge Base is a resource for all iPECS administrators and users. You can search for topics in the bar at the top right or browse topics in the table on the left. Check out the newest and most commonly used articles below.

[iPECS New User Setup Guide](#)

[iPECS Phone Operation Guide](#)

[iPECS Unified Communications  
Setup Guide](#)

[iPECS Unified Communications  
Client Operation Guide](#)



# Vertical Web Support

<http://www.vertical.com/vertical/ipecs>

Choosing a Cloud Solution

<http://blog.vertical.com>

Press Release

Social Media Posts



The screenshot displays the Vertical Communications website. The top navigation bar includes links for Products, Solutions, Services, Support, How to Buy, Blog, and About. The main content area features a large image of a city at night with three circular callouts: a woman on a phone, a man on a phone, and a group of people in a meeting. To the right of the image, the text reads "iPECS Cloud: Cloud Communications You Can Depend On" followed by a paragraph describing the service. A button labeled "DISCOVER iPECS CLOUD" is positioned below the text. At the bottom of the page, the iPECS logo is shown with the tagline "iPECS Cloud can handle..."

vertical COMMUNICATIONS

Products Solutions Services Support How to Buy Blog About

## iPECS Cloud: Cloud Communications You Can Depend On

Today's fast-paced world enables your team to work anywhere or anytime. Whether you are in a single office, always on the road, or a home worker, you need consistent communications to accelerate your team. iPECS Cloud delivers scalable, reliable cloud phone systems to make sure customers are quickly connected to the right person, every time.

DISCOVER iPECS CLOUD

# iPECS

iPECS Cloud can handle...

# Dealer Sales Portal



Welcome: Agent Test

iPECS Cloud Agent Portal

Dashboard ▾

Customers ▾

Activity ▾

Dashboard

Customer ID ▾

Customer Overview

1 - Active

0 - Pending

0 - Suspended

7 - Prospect

Total: 8 customers

- Your sales team can build quotes in our sales portal
- Customize quote look to match your branding
- Quote taxes and fees so customer gets the whole pricing picture
- Track commissions

Recent Customers

●	Dealer Test Company
●	AP Test Co
●	RM & Associates
●	Salis Solutions

# Road to Dealer Success



# Dealer Commission Plan

## Agent Program

Agent responsible for finding leads and closing deal (Vertical can provide sales support).

Vertical provides services and bills, implements, and supports customer turn-up.

Dealer can provide additional on-site services, training, etc. and bill.

**Agent Earns 18% Commission on MRR**

## Full-Service Reseller

Reseller finds leads and closes deal on Vertical paper.

Reseller provisions customer in iPECS portal and implements customer.

Vertical bills customers on credit card monthly. Dealer provided commission.

Vertical provides Tier 2 support to dealer for issues.

Vertical receives and processes port requests for dealer.

**Agent Earns 24% Commission on MRR**

# How to Sign Up

Choose your compensation model



Go to [info.vertical.com/iPECSDdealer](http://info.vertical.com/iPECSDdealer)



Take the training classes



Get selling



# Dealer Training

Monthly Training Classes  
2 days of 3 hours online  
First class May 16-17

# Initial Deal Support

Training is never enough. There are always issues when you start with a new product.

- Vertical sales will work closely with you to sell the first solutions
- Vertical operations will help you process the first two orders to ensure everything goes smoothly
- Vertical engineers will configure your first two installs with your team shadowing

# Dealer Demo Kit

Company account for your office

Two free Premium seats<sup>1</sup>

Discounted additional company seats<sup>2</sup>

*<sup>1</sup>Seats stay free as long as dealer is a member in good standing of the cloud dealer program*

*<sup>2</sup>Additional seats must be added to the company account set up for the dealer and cannot be used for any 3<sup>rd</sup> party*



# Feedback and Discussion

