

Vertical Communications Announces Merger with Fulton Communications

Written by Australian Business

SANTA CLARA, Calif.--([BUSINESS WIRE](#))--Vertical Communications®, a leading provider of business communications software and solutions, announced that it has merged with Fulton Communications, a national systems integrator of voice, data and video communications technologies and one of the *Inc. 5000*

“fastest growing companies in North America.” The new combined company will offer business customers vendor-direct communications technology solutions, including cloud and premise-based enterprise telephony, unified communications, and vertical-market voice applications, as well as a local presence for direct sales, support and professional services in major markets across the United States.

The new company will operate as Vertical Communications, with Fulton continuing to operate under its existing brand through an integration period. Vertical will continue to sell and support Fulton’s existing multi-vendor product portfolio, while serving customers through direct, exclusive, and multi-partner channel sales and service strategies.

Executed in response to customers’ desire to have a vendor-direct relationship, the Company will provide vendor-direct technology solutions, sales and services to mid-market customers nationwide. This complements Vertical’s existing national direct sales organization servicing the retail industry – where Vertical’s Wave IP system is the leading communications system for retailers – as well as its strong and growing channel partner network of telecom system integrators who serve the SMB market.

“We are thrilled to join forces with Fulton to offer a fully integrated sales and service experience for customers that will complement our existing channel partner offering in the SMB market. Our customers have expressed their desire to have a direct relationship with our company, and this merger allows us to offer that through a strong local presence across the country. Vertical’s will expand this local footprint while continuing to partner with our channel partners that serve SMB customers and reach into other geographic markets,” said Peter Bailey, Vertical’s chief executive officer, who will continue in this capacity for the combined company. “In addition, as customers increasingly choose cloud-based and managed services offerings, Vertical is now better positioned to offer a turn-key service in conjunction with a nationwide sales and support capability to ensure high customer satisfaction.”

Based in Atlanta, Fulton is one of the largest communications system integrators in the

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United States, with offices handling sales and customer support in Washington, DC; Orlando, FL; Tampa, FL; Ft. Lauderdale, FL; Columbus, OH; Cincinnati, OH; Nashville, TN; Memphis, TN; St. Louis, MO; Springfield, MO; Houston, TX; Dallas, TX; Denver, CO; Tucson, AZ and Phoenix, AZ. As a Vertical Diamond Partner, Fulton has sold more Vertical solutions over the past two years than any other channel partner. In addition to being Vertical's top sales partner, Fulton provides a number of other voice and unified communications solutions; network services; data communications hardware and software; and video surveillance solutions from leading manufacturers. Vertical will continue to maintain Fulton's relationships with its existing manufacturers, suppliers and customers, as well as provide the superior customer service that has been integral to the success of both companies.

"Fulton Communications has built a successful business by putting the customer first and providing leading technology solutions that drive business value for our customers. Our team is extremely excited about the prospect of bringing together our capabilities in conjunction with Vertical's leading technology and products to better serve our customers, as well as access a larger market footprint through expansion in the coming years," said Ben Treadway, Fulton's chief executive officer.

For additional information, visit www.vertical.com.

About Vertical Communications®

Vertical Communications, Inc. is a leading provider of unified communications (UC) and IP telephony solutions for enterprise and SMB customers. Vertical's flagship Wave IP system offers comprehensive unified communications and telephony capabilities including award-winning desktop and mobile UC clients, the ability to deploy as a mobile-only solution, tight integration with leading CRM and ERP solutions, and highly customized vertical market solutions for retail, health care and auto dealers. Vertical is backed by leading private equity investors and is strategic partners with Ericsson-LG based in Seoul, Korea. Headquartered in Silicon Valley, CA, with offices throughout North America and in Munich, Germany, and with more than 300,000 business customers, Vertical solutions are distributed and supported directly as well as through a network of authorized dealers throughout North America and Europe. For more information, visit www.vertical.com.

About Fulton Communications

Fulton Communications is a leading systems integrator and provider of advanced VoIP, unified communications, collaboration, cloud and mobility software applications. Recognized as one of the fastest growing companies in the *Inc. 5000*, Fulton has been providing technology solutions that provide a solid return on investment (ROI) to customers nationwide for nearly 50 years. Based in Atlanta, Fulton is one of the largest communications providers in the United States, with offices in Washington, DC; Orlando, FL; Tampa, FL; Ft. Lauderdale, FL; Columbus, OH; Cincinnati, OH; Nashville, TN; Memphis, TN; St. Louis, MO; Springfield, MO; Houston, TX; Dallas, TX; Denver, CO; Tucson, AZ and Phoenix, AZ. In addition to being Vertical's top sales partner for the last two years, Fulton is a consistent and proven sales leader for a number of other leading providers of voice and unified communications solutions; network services; data communications hardware and software; and video surveillance solutions.

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