

**“Vendisys helped us find the holy grail of opportunities—
an in-store pilot of our solution with a fast-growing
grocery chain—and do so quickly, radically reducing
our sales cycle by over 60% in the process.”**

— Kevin McSweeney, VP Retail/Large Enterprise, Vertical



About Vertical

Vertical Communications (NASDAQ: ASFT) is the market leader in converged voice communication solutions for retail. Its next-generation solutions are tailored to each store's unique environment, saving money, reducing IT footprint, improving business processes and driving measurable and immediate ROI.

The Challenge

In a complex, multi-touch sale like converged voice communications, prospecting requires a great deal of time and effort. Vertical's marketing team worked to fill the pipeline through email marketing and trade shows, while sales would make cold calls and upsell existing accounts. Due to an increasingly large base, the inside sales team spent most of its time managing customers.

Vertical soon realized that that it had to focus its sales people on what they did best: closing deals and growing accounts. The company needed a solution that could cast a wide net across its target audiences, identify opportunities and get its sales and marketing people in front of more decision makers.

The Solution

Vertical engaged Vendisys and its automated, referral-based system to address its lead generation challenges. As Vertical had an extremely precise target market, list development needed to be surgical. And because its solution is disruptive, the message needed to reach and resonate with the right senior-level executives. Vendisys' ability to craft targeted lists of key people and concise messages for maximum impact was critical.

Within days, Vendisys alleviated the burden of manual list building and follow up so Vertical's sales team could schedule meetings with qualified prospects, pitch and demo their solution and secure more new business faster than ever before.

The Results

Vertical has been working with Vendisys since 2011 to optimize lead generation efforts. To date, the partnership has achieved incredible success, including a 275 – 400% boost in active pipeline opportunities, a 60% reduction in sales cycle length and a 20X increase in ROI, including a \$250K deal out of one campaign.

RESULTS BY THE NUMBERS >>>

275%
TO
400%

**boost in active
pipeline opportunities**

60%

shorter sales cycle

20X

**increase in ROI
in 10 weeks**