



## **NextGen Founding Member Becomes Primary U.S. Distributor for Vertical Telenium IP Designed by LG-NORTEL**

***Forms New Company, Presence Management LLC, Responsible for Sales, Marketing and Support For IP System Known Worldwide as LG-Nortel iPECS***

**Dublin, OH, April 9, 2009** – Robert Rankin, NextGen Co-Founding Member, today announced the formation of a new company, Presence Management LLC ([www.presencemanagement.com](http://www.presencemanagement.com)). Presence Management was created following the appointment by Vertical Communications ([www.vertical.com](http://www.vertical.com)) to manage their U.S. Distributor rights for LG-Nortel's worldwide, award-winning iPECS Unified Communications Solution. Presence Management will be responsible for U.S. pre- and post-sales support for the rapidly and increasingly popular iPECS product. Presence Management was granted distributor rights based on the consistent success of Mr. Rankin's Dublin-OH based telephony integration company, Telephony & Data Solution, which has achieved top national reseller distinction for the Telenium IP since 2001.

"The iPECS platform (currently marketed as Vertical Telenium IP) is the most flexible IP-based communication system available today," said Mr. Rankin, President of Presence Management. "Everything needed for a business IP solution is ready now. It's competitively priced, full-featured and works with a wide range of new and existing digital and IP phones." He added, "We are extremely pleased to take on the task and be accountable for national distribution of iPECS. The market is looking for value right now and iPECS the ideal answer to bring older digital customers the advanced features found in this IP platform."

An IP telephony solution, LG Nortel's iPECS features a distributed architecture that combines voice and data services across the network and delivers reliable telephony for multi-site institutions. The most flexible IP based communication system available today, iPECS simplifies management and slashes long-distance tolls between offices, reducing ownership costs. The system offers support for a wide range of digital and IP phones, analog devices and a complete range of IP endpoints, videoconferencing, unified communications and SIP trunk support.

"We selected Presence Management and Bob Rankin as a value added distributor for the iPECS product based on his extensive experience selling and supporting the product along with his organization's strong capabilities in being able to provide pre-sale and post sale support," said Bill Tauscher, CEO of Vertical Communications.

In a similar announcement, Target Distributing ([www.targetd.com](http://www.targetd.com)), a NextGen Technology Group Alliance Partner, has also signed an agreement with Presence Management to become its telephony distribution partner. This partnership brings the best in product and dealer support together. Target Distributing is a leading commercial wholesale distribution company that joined NextGen's 'best-of-breed' program in 2008.

"We congratulate Mr. Rankin and look forward to supporting his new company efforts in delivering cost-effective, feature-rich IP telephony solutions to businesses, said Michael Howard, NextGen Co-Founding Member and President of TelNet of Virginia. "NextGen membership is comprised of 'best of breed' telecom interconnects. To see one of our own flourish is proof that sharing resources, peer-to-peer coaching, mentoring and sharing of best practices can contribute to each and every member's business model."



### **About Presence Management**

Presence Management ([www.presencemanagement.com](http://www.presencemanagement.com)) is the U.S. Distributor of the LG-NORTEL iPECS advanced IP platform and software. Presence Management's knowledge of iPECS and coupling of the Miralix line of TAPI-driven presence applications allows Presence Management to provide the telecom interconnect community with a highly sophisticated unified communication system that delivers all the advantages of IP. Designed for small to medium size businesses, the iPECS distributed architecture platform boasts a range of voice and other communication applications that improves employee productivity and enhances the customer calling experience.

### **About NextGen**

NextGen Technology Group ([www.nextgengroup.net](http://www.nextgengroup.net)) was established in 2007 to help independent telephony integrators to successfully embrace the future in the telecommunications marketplace – providing IP-based solutions and applications. Telephony integrators selected to join NextGen can achieve business goals faster and prosper in the increasingly crowded VoIP market by utilizing the group's nationwide network of business solutions providers, nationally-certified installation team, peer-to-peer mentoring, sharing of best practices, business and technology training and more. NextGen currently represents leading telephony integrators throughout North America with total gross revenue in 2007 of over \$90M and nearly 30,000 customers.

### **About Vertical Communications**

Vertical Communications is one of the largest telephony vendors in North America and a global leader in next-generation IP-based voice and data and digital communications systems for business, with a current installed base of over 200,000 customers. 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, Staples and Apria Healthcare. Vertical delivers its solutions through a worldwide network of over 1800 business partners. With headquarters in Cambridge MA, Vertical has sales, engineering and operations facilities in Charlottesville VA, Phoenix AZ, Santa Clara CA, Sarasota FL, Munich Germany and Hyderabad India. For more information about Vertical, please call 877-VERTICAL or visit our Website at [www.vertical.com](http://www.vertical.com).

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