Gatelets®

Case Studies

vertical™

Vertical Communications, Inc. is an international provider of advanced telecommunication technologies and platforms for B2B companies. Their company tagline, "Don't Settle for Less," is not just a phrase used in tandem with their innovative mobile devices or ever-evolving line of products. Rather, it is an over-arching notion that in order to thrive either as an end-user or within the company itself, you need to have the correct systems in place to streamline operations for the ultimate in efficiency.

"When you're dealing with vendors, it's rare to come across someone you trust completely; we have that with Gatelets," said Vertical's CEO and President, Peter Bailey. **Over the course of more than five years and over 20 products and web applications later**, the relationship forged between Gatelets and Vertical has produced a cohesive network that provides the support needed to handle the demands of a thriving telecommunications corporation.

Gatelets®

V-Connect Customer
Portal and Service
Integrator

Knowledge Base

Multi-variant
landing pages with
Netsuite integration

Vertical University
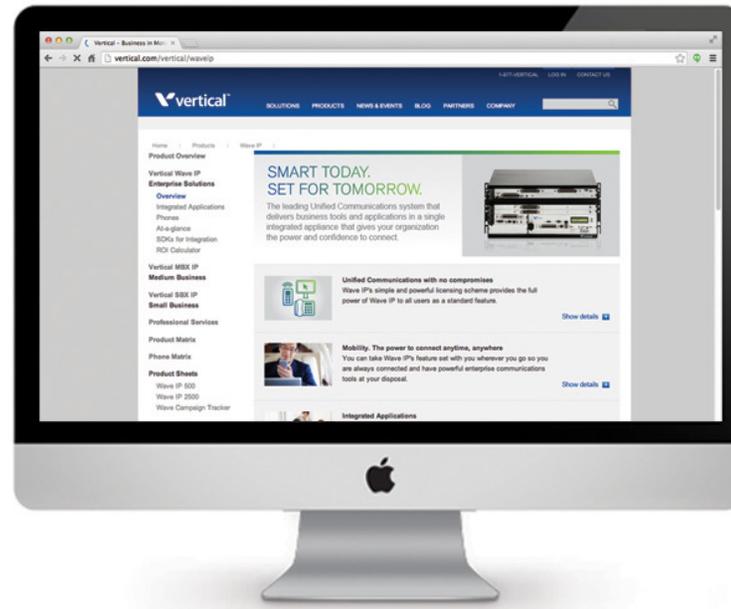
Wave Answers

Hosted (secure)
Wave Help system

Wave IP Software
distribution support
system

20+ additional
Web assets and
services

AWS Integration	Gatelets Canvas - consistent UI services including Bootstrap 3 support
Offsite Backup	Gatelets Core - consistent business logic and services
	Centralized hosting, security and monitoring services

"Vertical has enjoyed a long-standing, give-and-take partnership with Gatelets for several years. At this point they are not really a vendor – they serve as an extension of my staff," said Steven De Korne, Vertical's Vice President of Marketing. "They have always risen to whatever challenge we have presented them with, and there have been many," he added.

In that time, Gatelets has done everything from building the **V-Connect platform, a portal that enables over 2,000 companies and 6,000 users** to quickly access product information, to implementing a single landing page. Gatelets has established themselves as the one-stop-shop for nearly all of Vertical's web needs as partners, all the while ensuring they are more than a number or just another item on a server.

Well Connected

V-Connect, Vertical's key platform, is perhaps the best example of a web-based solution to the company's need to unite dealers with access to product information – and fast.

Prior to Gatelets, Vertical struggled with a system that was anything but speedy. "The old system was a hosted system with a five-year old software package," recalls De Korne. "It looked outdated and ran very slow."

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In addition to a system that physically ran slow, De Korne reported that updates to the system were time-consuming and assistance trouble shooting complications were further compounded by third party interference. "If an end user had an issue, the system would send a delayed e-mail to us, then we would have to call in if we could not fix the issue... results were unhappy people," said De Korne.

Now with Gatelets, Vertical maintains full control of their own system. Issues that were once a burden, such as a password reset, are now able to be resolved easily without a middleman and within seconds.

With one simple log-in, users gain instant access to products and services from any browser or mobile device. Their information is also passed through instantaneously to third party services such as Vertical's Warranty Management allowing access to Customer Care.
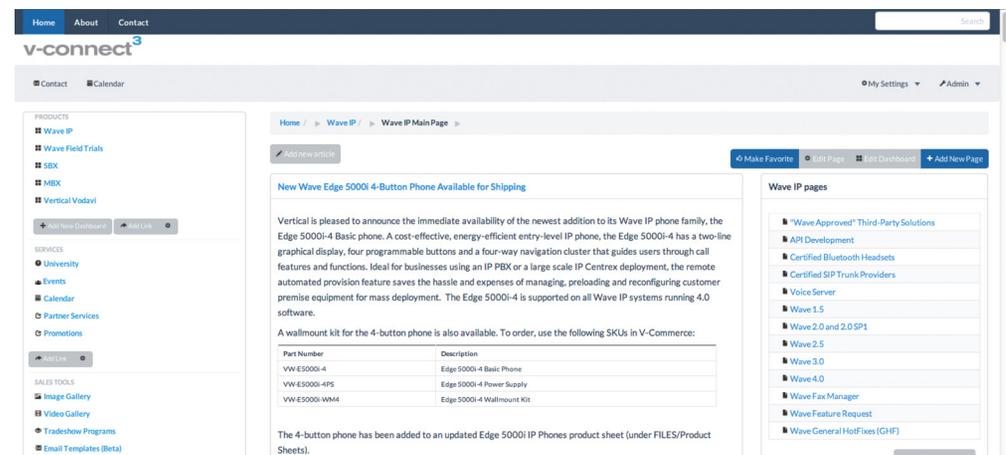
Specific product information is consolidated in bundles allowing easy navigation to events and files. "They've really streamlined the architecture and functionality," said Andy Faulkner, Vertical's Marketing Manager. "It's more intuitive and user friendly, which were some of our goals from a user and administrative perspective," she added.

| CREATE | COLLECT | ACTIVATE |
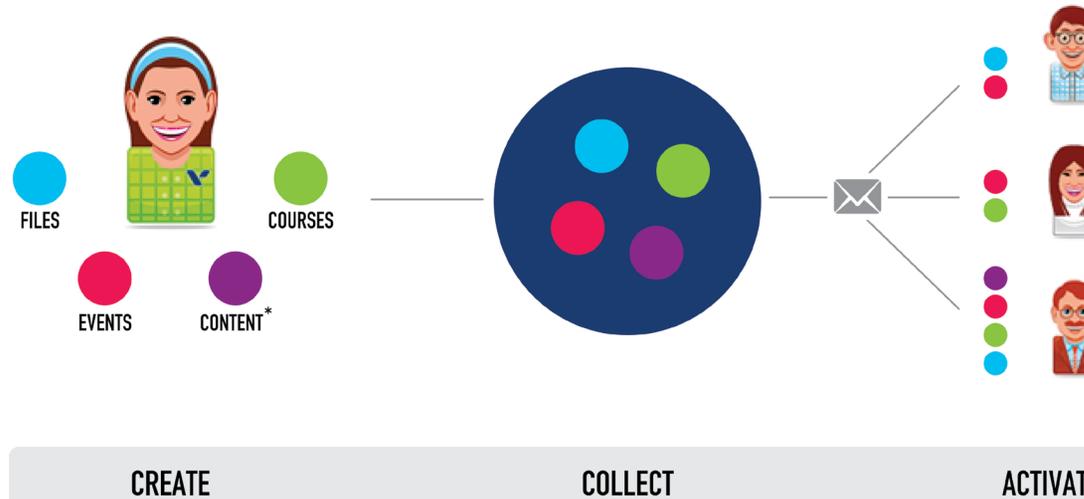
Streamlined and simplified, Gatelets' programming environment utilizes services throughout all systems and applications to ensure that when it's time for an upgrade, they don't have to reinvent the wheel to make it happen.

"The upgrade to this new platform from the old one has been a vast improvement," said Diana Johnson, Vertical's E-Commerce Marketing Manager. In addition to product information, the dealer portal houses announcements, dealer promotions, software updates, marketing collateral and training materials. "We have a lot of product information and not only is it more organized and readily searchable, it has a much more efficient and easy to use administrative back-end," Johnson said.

Also fully-integrated in the V-Connect system is Vertical University, an online course that enables users to further their knowledge by registering for online and instructor-led classes. "Gatelets has made Vertical University a one-stop for all training and course-related product needs," said Johnson. "We have noticed dealers are starting to go to the University to check for new courses, which never was the case before," she added.

Knowledge is Power

Building off of the momentum of V-Connect and leveraging key aspects of the platforms API, Gatelets launched Knowledge Base, a site with a focus on Vertical's premiere product: Wave IP. "We needed a site to help our dealers quickly find all information related to Wave; how to's, shortcuts, best practices," said Johnson.

Like V-Connect, Knowledge Base bundles and categorizes product information online for dealers and technicians to access. More technical in nature, the site applies pertinent information in the field for the technician that is readily searchable by information tags and streamlined categories. "The point of the Knowledge Base is to decrease calls to tech support on simple tasks that the support people in the field should be able to do without making a phone call," said De Korne.

The Help System makes this possible by digitizing thousands of pages of documents and making them searchable to dealers and technicians. The content is also secure, ensuring dealers and

customers see the information relevant to their needs and licensing. Detailed information is then obtained in much the same fashion as one would search Wikipedia, rather than the previous way that was more akin to a very hefty Encyclopedia.

In an effort to steer training material toward a more interactive platform rather than one that is document-driven, Gatelets created Wave Answers, an interactive video resource for end-users. "It's easier to view a video on-the-go than to sit and read a one-page document on how to do something," said Johnson.
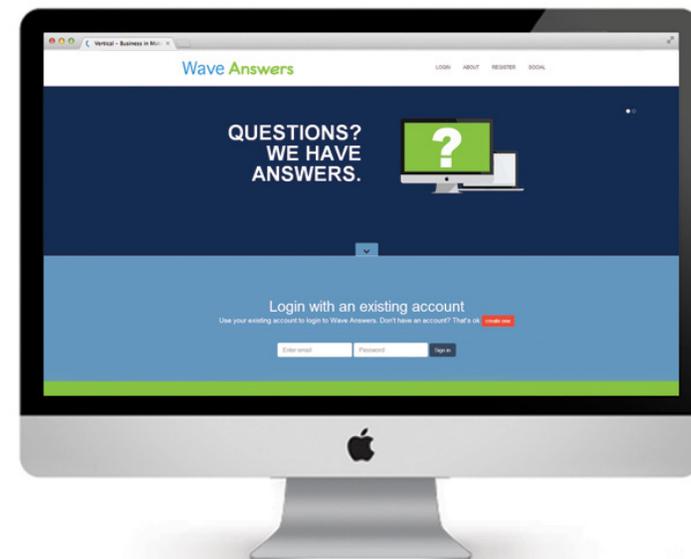
All-In-One Web Solutions

Gatelets provides all the Managed IT Services required to operate this rich online ecosystem: product life cycle hosting, software version control, system security, daily backups, system logging, auditing and monitoring in addition to software, web and database management. This solid infrastructure backbone ensures they are covered now and well into the future.

Development of a Java programmer interface that is consistent for all products and services allows dealers and internal employees alike to access unique profiles and navigate various systems; the API ensures consistency of distributed services across the ecosystem.

On the front end, web design and custom-built landing pages lend a cohesive look throughout that is in-line with the company brand. "They provide our customers and their end-users with a unique solution and visually stimulating interactive experience," said De Korne.

Because all of the aforementioned services are handled by Gatelets, Vertical has only one call to make when it is time to re-vamp the site or need someone to bounce ideas off of. Now, Vertical can quickly prototype new ideas or test functionality on any site. "They've brought unique things to the table as one vendor as opposed to 20 vendors which is a lot harder, a lot more expensive and lacking the creativity they bring," said Bailey.

With the launch of V-Connect has come an increase in user knowledge and productivity. So, what's next for Vertical's future? In the spirit of their "Don't Settle for Less" motto, one thing is clear according to Bailey. **"We're changing every day; we're going to destroy and create everything we do every five years and given that Gatelets is a key enabler for us to do that, they'll be a part of it."**

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