



## Vonage Redefines Business Communications with Launch of Next-Generation Cloud-Native Platform

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Vonage Business Cloud is Designed to Meet the Communications Needs of Mid-Market Businesses, including Rich Messaging, Mobile Features and Network Reliability

HOLMDEL, N.J., March 8, 2018 /PRNewswire/ -- [Vonage](#) (NYSE: VG), a business cloud communications leader, has announced Vonage Business Cloud, the Company's new cloud-native platform that culminates a three-year software development effort. [Vonage Business Cloud](#) was designed to cater to the unique needs of mid-market businesses, and replaces Vonage Essentials, which has been retired.

Vonage Business Cloud leverages unified communications and communications APIs, empowering users to be more productive than ever before. Integrating seamlessly with tools for rich messaging, increased mobility, network optimization, and video collaboration, Vonage has completely transformed the way employees communicate and businesses operate. The new platform was specifically designed and developed around a public cloud-based architecture, enabling faster innovation and accelerating global expansion.

"We are in a strong position to address the needs of larger businesses with the launch of the Vonage Business Cloud," said Alan Masarek, Vonage Chief Executive Officer. "Vonage is redefining how businesses communicate and our new platform will enable us to deliver innovative solutions to drive better business outcomes for our customers."

### Developed for Enhanced Usability, Reliability, Flexibility & Scalability

Vonage Business Cloud leverages the latest advances in software design and cloud-based technologies, including micro-services, auto-scaling, server-less functions, containers, managed databases, infrastructure-as-code and machine learning. The new platform is designed to operate in a public cloud with native support for high-availability and cross-region failover, ensuring high-levels of reliability. In addition, Vonage's [SmartWAN](#) SD-WAN technology is now available with Vonage Business Cloud, offering Quality of Service (QoS) and unprecedented service level agreements.

A highly-elastic platform, Vonage Business Cloud allows for unlimited customer growth and the ability to scale on-demand to address unforeseen traffic spikes from any location, at any time - whether from a phone, mobile device, web client or API.

### Seamless Integration with Mission-Critical Business Applications

Vonage Business Cloud helps employees collaborate and stay seamlessly connected across multiple locations through a robust unified communications solution. Providing tools for advanced productivity, the platform integrates with enterprise software solutions that businesses use every day, including Salesforce, G Suite, Zoho, Clio, Connectwise, Microsoft Office 365, Microsoft Dynamics and more, as well as conferencing and collaboration tools.

### New Developments Enhance Productivity and Optimize the Customer Experience

Vonage Business Cloud includes a redesigned [Desktop Application](#) with enhanced messaging capabilities such as delivery confirmation and read receipts. The platform also offers a new Unified Portal for a streamlined user experience through a single app that enables customers to set up, maintain and manage account and web applications.

In addition, Vonage Business Cloud includes a new [Business Inbox](#) to send and receive text messages from a main company number via virtual receptionist, and [Spam Shield](#), which automatically detects and warns users in real-time of unwanted phone spam.

### Upgraded Mobile Interface Delivers Powerful, Intuitive Experience

The new Vonage Business Cloud features a complete redesign of the [Mobile App](#)'s user interface, along with enhanced messaging capabilities and rich media and document sharing, empowering users to be more productive. With new cutting-edge features, the mobile app delivers a powerful and intuitive experience, ensuring users are able to have important conversations with customers from anywhere, resulting in increased productivity, collaboration and connections.

Additional mobile updates include video calling, [Call Log Management](#), [Call Block](#) and search features to streamline interactions with contacts, customers and prospects.

"With an eye on the future, we've ensured that the ever-evolving and real-time nature of our next-gen mobile app provides customers with the latest features and best user experience," said Omar Javaid, Chief Product Officer. "The Vonage Business Cloud app puts the power of advanced business communications in the palm of your hand."

The majority of Vonage Business customers already run on Vonage Business Cloud and are benefiting from the new platform after a seamless migration from Vonage Essentials.

### About Vonage

[Vonage](#) (NYSE:VG) is redefining business communications. True to our roots as a technology disruptor, we've embraced technology to transform how companies communicate to create better business outcomes. Our unique cloud communications platform brings together a robust unified communications solution with the agility of embedded, contextual communications APIs. This powerful combination enables businesses to collaborate more productively and engage their customers more effectively across messaging, chat, social media, video and voice.

The Company also provides a robust suite of feature-rich residential communication solutions.

Vonage Holdings Corp. is headquartered in Holmdel, New Jersey, with offices throughout the United States, Europe, Asia and Israel. Vonage® is a

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