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Vonage to Launch Connectivity to Microsoft Workflow Automation Suite

New connector for workflow tools enhances employee productivity and efficiency

HOLMDEL, N.J., May 8, 2017 /PRNewswire/ -- Vonage (NYSE: VG), a leading provider of cloud communications for business, has partnered with Microsoft to launch a connector to Microsoft's suite of workflow automation tools. Via Nexmo, the Vonage API Platform, the connector allows users to integrate SMS and text-to-speech (TTS) capabilities into custom workflows for increased employee productivity and efficiency without the need for developers to create or manage code.

"The addition of Nexmo APIs to Microsoft workflow tools elevates productivity and the efficiency of business operations and processes by providing messaging capabilities to highlight and surface critical work items that require immediate attention," said Tony Jamous, president of Nexmo, the Vonage API Platform. "By augmenting existing notification processes with custom, real-time SMS alerts via Nexmo APIs, companies are communicating priorities among stakeholders in more engaging ways to improve operations for better business outcomes."

The Vonage connector for Microsoft's Integration Platform-as-a-Service (iPaaS) services includes integration into Microsoft Flow and Azure Logic Apps as well PowerApps, a no-code application platform for power users. With the connector, users easily integrate with and enhance connection to mission-critical business application services such as SharePoint, Office 365, Power BI, ZenDesk®, Microsoft Dynamics and Salesforce® to create new, simple and customized workflows or by using one of the existing templates.

Users of Microsoft Flow, available as part of Office 365 or as a standalone offering, can utilize the Nexmo connector to create customized Flow notifications that can be as specific as the use case demands, requiring no IT support or resources. SMS or TTS options can be easily created and deployed using a code-free visual building tool.

With Microsoft PowerApps, also available as part of Office 365 or as a standalone offering, Vonage's connector enables users to connect to services such as SharePoint and Salesforce to create new data, quickly build apps based on this data, and then publish those apps across web and mobile.

With Azure Logic Apps, a service for Azure application developers, the connector allows users to boost productivity by integrating messaging alerts into their Logic Apps to create workflows that connect disparate systems and automate business processes.

Added Mr. Jamous, "With increasingly high open rates, SMS continues to be an important vehicle for messaging, enabling companies to entrust urgent business alerts to the channel where they know they will receive immediate attention."

The Nexmo connector to Microsoft also enables companies to quickly and easily take immediate action on critical business scenarios such as:

- | A business process requires input for approval
- | A prospect is ready to become a customer with the proper follow-up
- | A customer has a showstopper issue
- | A high-priority email from senior leadership is delivered

More than 200,000 developers around the globe are using Nexmo APIs to enhance the way businesses communicate with their customers for deeper relationships and more meaningful engagement. This partnership with Microsoft opens up these same development capabilities to businesses without the need for dedicated IT resources or expertise in coding. The new connector also brings agility to system integrators, allowing them to execute rapidly on the wide range of communication-enabled requirements of their customers.

About Vonage

Vonage (NYSE: VG) is a leading provider of cloud communications services for business. Vonage transforms the way people work and businesses operate through a portfolio of cloud-based communications solutions that enable internal collaboration among employees, while also keeping companies closely connected with their customers, across any mode of

communication, on any device.

Nexmo, the Vonage API Platform, provides tools for voice, messaging and phone verification services, allowing developers to embed contextual, programmable communications into mobile apps, websites and business systems. Nexmo APIs enable enterprises to easily communicate relevant information to their customers in real time, anywhere in the world, through text messaging, chat, social media and voice.

The Company also provides a robust suite of feature-rich residential communication solutions. In 2015 and 2016, Vonage was named a Visionary in the Gartner Magic Quadrant for Unified Communications as-a-Service, Worldwide. Vonage has also earned Frost & Sullivan's 2015 Growth Excellence Leadership Award for Hosted IP and Unified Communications and Collaboration (UCC) Services and the 2016 North American Cloud Communications Product Line Strategy Leadership Award. For more information, visit www.vonage.com.

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