



February 28, 2017

Vonage Integrates with Zoho PhoneBridge

Partnership increases productivity, mobility offering for better business communications

HOLMDEL, N.J., Feb. 28, 2017 /PRNewswire/ -- Vonage (NYSE: VG), a leading provider of cloud communications for business, announced today that it has partnered with Zoho in the launch of Zoho's cloud-based telephony integration platform - Zoho PhoneBridge. This integration -- Vonage for Zoho, powered by gUnify -- extends cutting-edge unified communication services into Zoho CRM to create a fully integrated communications experience for businesses.

[Zoho PhoneBridge Platform](#) is a free-to-use integration platform where cloud PBX vendors and call management solutions can build extensions and promote them directly to Zoho users. The platform was designed to let users build telephony integrations faster, and more easily, when compared to other conventional telephony integration platforms.

"Vonage's integration into Zoho PhoneBridge helps us to realize our goal of providing an effortless synchronization of our customers' communication services with their Zoho CRM workflows, while improving the efficiency of their overall sales management processes," said Sridhar Vembu, CEO of Zoho Corp. "We are delighted that Vonage is a partner in the launch of Zoho PhoneBridge, and we look forward to working together to deliver even more value to our customers through this integration."

Vonage for Zoho easily links Zoho CRM with any Vonage Business phone system to help streamline customer data and enhance productivity and flexibility for sales teams, allowing for anywhere, anytime access to customer information. The seamless integration makes it easier for sales teams to work together and collaborate by connecting their business phones to the workflow tools that they use everyday, no matter where - or how - they choose to work.

"Vonage's award-winning middleware technology integrates seamlessly with CRM tools and business applications like Zoho CRM to help improve interactions with customers for better business outcomes," said Valerie Kahn, Vice President of Business Development for Vonage. "As a launch partner for Zoho PhoneBridge, we are combining Vonage's best-in-class VoIP infrastructure and Zoho's intuitive CRM capabilities to supercharge sales teams."

With Vonage for Zoho, customers can:

- | Make calls to any contact directly from within the Zoho CRM instead of launching a separate application
- | Track inbound and outbound calls through screen pops that let you know who's on the line while instantly bringing up the Zoho CRM account record
- | Quickly create new contacts, add notes and simply schedule the next task or appointment, all from the screen pop, for better contact management
- | Capture all calls as activities, saving time and allowing easy reporting, sorting and prioritization of customer contacts
- | Use call time and duration stats to analyze data from individual customers or customer segments.

Added Ms. Kahn, "Through this partnership, we are providing businesses with the ability to gain efficiencies in their sales processes and customer communications, making follow-ups easier and providing real-time analysis of sales data to help them get the most out of customer interactions."

Vonage for Zoho, powered by gUnify is available in the [Zoho Marketplace](#).

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, enabling 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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About Zoho

Zoho is THE operating system for business - a single cloud platform with all the necessary applications to run a business entirely from the cloud. Businesses can acquire and manage customers using Zoho's marketing, sales and customer support applications - Campaigns, CRM and Desk - and can then empower employees to create, store and distribute content on the cloud with Zoho's productivity and collaboration applications - Office, Mail and Docs. Additionally, businesses can run their own operations on Zoho's finance and human resources applications - Books, People and Recruit.

More than 25 millions users around the world across hundreds of thousands of companies rely on Zoho every day to run their businesses - including Zoho itself. A business can choose to run the entire Zoho suite or just a single application. Zoho applications are available directly through zoho.com, or through an ecosystem of hundreds of worldwide Zoho partners.

Zoho is a division of Zoho Corp., a privately held and consistently profitable company, with more than 4,000 employees. Zoho is headquartered in Pleasanton, CA with international headquarters in Chennai, India and offices in Austin, London, Yokohama, and Beijing. For more information, please visit <http://www.zoho.com>.

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