



Vertical Solutions, Inc. Partners with Pervasive Software to Simplify CRM-to-ERP Integration

Integration with Pervasive halves the time and costs of integrating VSI's service management and CRM solutions with installed ERP systems

Cincinnati, OH — October 19, 2011 — [Vertical Solutions, Inc.](#) (VSI) announces that its service management and CRM/contact center solutions now integrate directly with the [Pervasive Software Inc. \(NASDAQ: PVSU\)](#) data integration platform, [Pervasive Data Integrator™](#). This partnership will break down the barriers of integrating VSI's solutions with installed ERP systems by halving the time and costs associated with "from scratch" integrations. Service and support executives now can have the functionality and flexibility of VSI's solutions while providing business management with tight data [integration to ERP](#) at reduced cost and risk.

Many support and service executives would prefer to use robust [CRM](#) and [field service](#) solutions, but their companies require them to use the modules bundled with ERP systems to reduce integration risk. While VSI has significant expertise in integrating its [CRM/contact center](#) and service management solutions to every major ERP system, each installation required time-consuming manual processes. With the new partnership, rather than "mapping" each integration individually, VSI has mapped its applications' touch points to the Pervasive platform, which can be used by companies to streamline integration with their ERP systems.

VSI's VServiceManagement and VContactCenter are cloud-based solutions for CRM/contact center, customer support, field service, and mobile environments. While most cloud integrations offer batch-type overnight data updates or direct web services, Pervasive enables a true, real-time integration for companies that choose VSI's cloud-based deployments as well as VSI's on-premise solutions.

"With this partnership with Pervasive, there is no longer any reason for a company to be forced to use an inferior CRM or service management module just because it is bundled with their ERP," says Ron Wegmann, Sr., CEO of VSI. "Our solutions were designed to optimize a company's service business – with the Pervasive integration platform, we have now optimized the ERP integration process, both in the cloud and on-premise."

"Pervasive specializes in agile data integration, freeing ISVs like Vertical Solutions to focus on creating the dynamic and flexible applications that companies need," says Lance Speck, vice president and general manager, Pervasive Integration Products. "Our application and data integration platform will help VSI's CRM and service management customers quickly integrate with Oracle, SAP, and other widely adopted ERP endpoints."

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About Pervasive

Pervasive is a global data innovation leader, delivering software to manage, integrate and analyze data, in the cloud or on-premises, throughout the entire data lifecycle. Pervasive products deliver value to tens of thousands of customers worldwide, often embedded within partners' software, with breakthrough performance, flexibility, reliability and return on investment. For additional information, go to <http://www.pervasive.com>. For information on Pervasive data integration and data quality, go to integration.pervasive.com.

About Vertical Solutions, Inc. (VSI)

Vertical Solutions, Inc. develops, implements, and supports best-in-class [CRM Contact Center](#) and [Service Management](#) solutions, including [PowerHelp®](#) and its new generation technology solutions, VContactCenter™, for internal, external, and hybrid contact centers, and VServiceManagement™, for customer support, field service, and mobile environments. These application systems are built on a SOA-compliant, cloud-based technology platform and are delivered as a service or on-premise in a private or public cloud environment. VSI's applications are flexible, integrate easily with legacy systems, and offer rapid deployment times, driving down TCO and delivering high ROI. VSI is headquartered in Cincinnati, OH, with offices and partners worldwide. For more information, visit www.VertSol.com or call 1.800.466.0238.

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