



## Thinking Phone Networks Acquires Whaleback Managed Services

*Award-winning UCaaS leader accelerates growth with purchase of managed UC service provider*

Cambridge, MA (August 12, 2014) – Thinking Phone Networks, the innovative leader in unified communications as a service (UCaaS), has announced its acquisition of Whaleback Managed Services. The acquisition demonstrates another move by Thinking Phone Networks to support its phenomenal market growth, which has continually exceeded the pace of the UCaaS market.

Headquartered in Portsmouth, NH, Whaleback provides managed, cloud-based services to medium-sized businesses. The company serves verticals including healthcare, financial services, real estate, specialty retail, and non-profits across the U.S. with an offering that includes enterprise-class telephony, conferencing, messaging, and contact centers.

“Whaleback has built an enviable reputation as a provider of high-quality communication services and brings a loyal customer base,” said Steve Kokinos, Thinking Phone Networks’ President & CEO. “Our mission is to empower our business customers to capitalize on the disruptive shift in communication that is being driven by mobility in the enterprise. The team at Whaleback shares this vision and the combination of the two companies will further support our ability to innovate and grow as a leader in the space.”

Whaleback users will experience no service interruption during the transition, and will gain access to additional capabilities from the Thinking Phones arsenal, including advanced enterprise-class mobile services, integrated text messaging, an expanded web portal, business analytics, video, and enhanced contact center integration. The company’s New Hampshire-based Managed Service Center will continue to be the focal point for support services for Whaleback customers.

“This is excellent news for our customers and for the broader Whaleback community,” added Roger Walton, Whaleback’s Chief Product Officer. “Not only will our customers gain access to greater scale and resources, but they will also be able to tap into the vision that has consistently positioned Thinking Phones among the leading innovators in our industry.”

### **About Whaleback Managed Services**

Whaleback Managed Services integrates voice, unified messaging, mobility, and collaboration into one reliable solution that provides growing companies with enterprise-class reliability, a single point of support, productivity-enhancing features, and 24/7 service for a fixed monthly fee. Whaleback sells services to medium-sized enterprises in North America through channel partners. For more information, visit [www.whalebackms.com](http://www.whalebackms.com).

### **About Thinking Phone Networks**

Thinking Phone Networks, twice named a Gartner, Inc. Magic Quadrant “Leader” and the 2013 Frost & Sullivan UCaaS “Company of the Year,” assists enterprises, channel partners, and wholesalers in deploying cloud UC services quickly, easily, and cost effectively. The company’s award-winning ThinkingSuite solution combines powerful mobility-enabled and analytics-driven communications services and third-party application integration on an open platform. For more information, visit [www.thinkingphones.com](http://www.thinkingphones.com).

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