



FOR IMMEDIATE RELEASE

Transera Appoints a New Board Member

Andre M. Boisvert Brings Enterprise Software and Management Experience to Board of Directors

Sunnyvale, Calif. — November 29, 2011 — [Transera™ Communications](#) today announced the appointment of Andre M. Boisvert to the company's Board of Directors. Boisvert brings a deep and rich background in enterprise software, with more than 30 years of experience, including executive positions at IBM, Cognos, Oracle, Sagent and SAS Institute Inc., where he was president and chief operating officer. In 2004, Boisvert co-founded Pentaho Corporation, the world's most popular commercial open source business intelligence platform. Since then, Boisvert has gone on to invest in and serve as an advisor/director to several other leading companies, including River Logic, Clario Analytics, Infobright, Webtrends, Emailvision and Palamida.

"The expansion of Transera's Board of Directors ensures the company will continue to benefit from a diversity of experience," said Prem Uppaluru, CEO, president and co-founder, Transera Communications. "As an individual with deep insights and domain expertise in business intelligence and analytics, Andre is a welcome addition to our board."

The addition of Boisvert increases the number of Transera directors to five. Boisvert joins Jim Swartz, General Partner, Accel; Ronald Weissman, Partner, Apex Partners; Sanjay Subhedar, Managing Partner, Storm Ventures; and Transera CEO Prem Uppaluru.

Transera is a cloud contact center software company. The company's flagship product, Scorecard Routing, makes it possible for businesses to adapt their customer engagement process to specific customers and their value to the business. Enterprises like Office Depot and direct response marketing companies like Guthy-Renker deploy Transera software to manage their overall environment more effectively, compare performance across vendors, reduce abandoned calls and increase sales conversions.

"I am pleased to join Transera's Board of Directors," said Boisvert. "I'm excited about working with my board colleagues and with management to broaden the market penetration of Transera's unique and highly innovative cloud-based call center applications."

About Transera

Transera's on-demand virtual call center software intelligently connects global callers and agents, rapidly delivering both top and bottom line results. Our cloud-based solution helps high-volume sales and service call centers manage constantly shifting demands for agent resources, control multiple outsourcers and locations more effectively, and eliminate exorbitant capital expenditure outlays. Addressing these, and other call center management issues, translates into tangible business results.

Some of our customers who are taking advantage of significant revenue gains and cost reductions are: Wirefly; AON; Office Depot; TIVO; Guthy-Renker – and many more.

Learn more: www.transerainc.com Blog: [The Business of Call Centers](#) | Twitter: [@transerainc](#) | Facebook: [Transera](#)

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