



FOR IMMEDIATE RELEASE

Transera Announces Strategic Partnership with NICE

Partnership Enables Strategic Integration of Scorecard Routing with NICE's Real-time Process Optimization and Interaction Analytics Solutions

Sunnyvale, Calif. — March 22, 2011 — [Transera™ Communications](#) today announced its partnership with [NICE Systems Ltd.](#), a leading provider of intent-based solutions that extract insight to impact business performance, reduce financial risk, and ensure safety and security. The partnership allows for the strategic integration of Transera's award-winning [Scorecard Routing](#) with NICE's Real-time Process Optimization and real-time, cross-channel Interaction Analytics solutions. The combined offering will enable contact centers to identify customers by their intent and value and connect them to agents with matching skills using real-time customer classification and agent performance information. As part of the agreement, Transera will become a reseller of the NICE solutions for contact centers, offering them on a software-as-a-service (SaaS) basis.

The integrated solution will combine NICE's Real-time Process Optimization and Interaction Analytics solutions with Transera's Scorecard Routing application to ensure that routing decisions are optimized in real-time. In the integrated solution, Scorecard Routing will evaluate a customer's profile with information it pulls from public and private databases and assess an agent's suitability for a given customer interaction with data NICE software captures in real time on the agent desktop and insights generated from analyzing previous interactions.

"With this partnership, Transera and NICE are able to formalize a common vision for the real-time contact center," says Prem Uppaluru, CEO of Transera Communications. "Both companies strongly believe that contact centers need real-time insight to have the maximum impact. By integrating our solutions, we will be able to infuse contact centers with even more relevant insights that help drive revenue from their customer interactions."

"We are pleased to partner with Transera and make our real-time decisioning and analytics offerings available as a service," said Udi Ziv, President of the NICE Enterprise Group. "This partnership will enable Transera's customers to impact every customer interaction. They will now be able to personalize the customer experience through agent-customer preference matching, enrich customer intelligence, and turn inbound interaction into revenue. As we look ahead, we see many synergies between the two companies."

"Leading companies are finding innovative ways to use real-time analytics and decisioning tools to optimize the performance of their contact centers – whether in terms of increasing sales, improving customer service or a combination of the two," according to Drew Kraus, Research Vice President, Gartner. "By scoring agents across company-defined key performance indicators, companies can match their top-performing agents in real time with their customers with the greatest expected value or need. This approach represents some of the leading thinking in moving away from one-size-fits-all customer service strategies and toward more personalized and optimized service."

Business Problems Solved

Most contact centers today engage with their callers in a rote and highly mechanical manner, often depriving the contact centers of the ability to best serve each customer based on their need as well as the business value they represent to the enterprise. In many cases, this approach leads to undifferentiated service and mediocre results. Transera's Scorecard Routing addresses the shortcomings of these current practices by identifying customers and determining their value to the enterprise and matching these customers with the most relevant agents based on real-time measurements of agent performance. Scorecard Routing delivers tangible benefits, including improved customer experience, increased sales conversions, and higher order values.

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](#)

About NICE Systems

NICE Systems (NASDAQ: NICE), is the worldwide leader of intent-based solutions that capture and analyze interactions and transactions, realize intent, and extract and leverage insights to deliver impact in real time. Driven by cross-channel and multi-sensor analytics, NICE solutions enable organizations to improve business performance, increase operational efficiency, prevent financial crime, ensure compliance, and enhance safety and security. NICE serves over 25,000 organizations in the enterprise and security sectors, representing a variety of sizes and industries in more than 150 countries, and including over 80 of the Fortune 100 companies. www.nice.com.

###

Company Contacts:

Transera, Inc.
Arnab Mishra
Vice President of Product Marketing
1.408.338.0900
arnab@transerainc.com

NICE Systems
Galit Belkind
Corporate Media
1.877.775.3896
galit_belkind@nice.com