

Transera Recognized with 2005 Frost & Sullivan Product Innovation Award for its Unique Approach to Hosted Contact Center Solutions

Palo Alto, Calif. —February 7, 2006 — *Frost & Sullivan's* recent analysis of the North America hosted contact center markets recognized Transera with the 2005 Award for Product Innovation for its hosted solution for multi-site, multi-sourced contact centers based on its innovative technology approach, Open Midpoint Call Management™.

Frost & Sullivan presents this Award to a company that has distinguished itself by constantly staying at the forefront of product and technology development in its industry. The Award commends the company's success in developing a broad line of emerging products and technologies for a particular market. It further recognizes the company for its competitive advantage gained as a result of such innovative products.

Typically, the customer service organization of an enterprise can include multiple in-house agent sites, multiple outsourced call centers, branch offices, as well as remote and at-home agents. However, with the traditional premise model, the cost of provisioning and integrating these disparate environments can be prohibitively high.

"Companies are therefore turning toward hosted solutions to address these needs," says *Frost & Sullivan* Program Leader Ashwin Iyer. "Transera's hosted solutions aptly address the demand generated by the growing trend toward multi-sourcing of agents in contact centers today."

For most hosted contact center solutions in the market, the voice traffic has to exit the carrier network, enter the hosted environment for treatment, and re-enter the network to be connected to the agent. This calls for substantial telephony investments such as media gateways and media servers and considerably increases costs for every hosting provider along the service delivery chain.

However, Transera's innovative solution brings in new cost efficiencies in the hosted contact center model by re-using existing carrier network elements. This is made possible by its revolutionary Open Midpoint Call Management technology.

"Transera's technology intercepts calls via SIP signaling and manages call flow via a SIP back-to-back user agent that performs necessary third party call control functions," notes Iyer. "This technique makes it possible to separate the call flow from the actual voice stream, which now remains in the network."

Transera's solution therefore provides tremendous flexibility and ease of deployment for all the elements along the value chain – namely, the service provider, the outsourcer, and the enterprise. It eliminates the need for the service provider/outsourcer to invest in any Transera-specific infrastructure to offer a hosted contact center solution based on Transera's software. Similarly, the enterprise can get up and running on a hosted contact center with no infrastructure outlay imposed on its telecom service provider or outsourcer partner.

"In a market where enterprises and outsourcers are always seeking newer value-creation models, Transera's offering provides a truly collaborative call management platform for multi-sourced call center environments," concludes Iyer. "*Frost & Sullivan* believes that Transera's novel solution is uniquely differentiated in today's hosted contact center marketplace, and for this reason, presents the company with the 2005 Product Innovation Award."

About Transera

Headquartered in Cupertino, California, Transera Communications is the first company to offer an on-demand global IP call center solution for multi-sourced call centers. Seratel, Transera's award-winning software, delivered as a service, enables organizations to globalize, diversify and grow call center operations to deliver exceptional customer care with no infrastructure investment required. Transera provides an unprecedented level of visibility, control and quality management empowering organizations of any size to rapidly deploy a feature-rich call center for agents located anywhere in the world, including in-house, outsourced, remote, branch offices or at home. Transera is funded by Accel Partners, Apax Partners, and Storm Ventures. For more information, go to www.transerainc.com or call 408-873-1984.

About Frost & Sullivan

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. *Frost & Sullivan* serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit www.frost.com.

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