



Transera™ Communications Receives *INTERNET TELEPHONY*® Magazine's Product of the Year Award for 2005

Seratel™ Honored for Outstanding Innovation

CUPERTINO, CALIF. — Jan. 4, 2006 — Transera™ Communications, a pioneer in collaborative call management software, announced today that Technology Marketing Corporation (TMC®)'s *INTERNET TELEPHONY*® magazine (www.itmag.com) has named its collaborative call management software, Seratel™, as a recipient of a 2005 Product of the Year Award. Introduced by Transera in November, Seratel provides the first-ever on-demand global IP call center solution for multi-sourced agents and was recognized by *INTERNET TELEPHONY* for outstanding innovation.

“Each year *INTERNET TELEPHONY* magazine bestows its Product of the Year awards on companies that have demonstrated excellence in technological advancement and application refinements. Transera has demonstrated to the editors of *INTERNET TELEPHONY* that its services are committed to quality and innovation while addressing the real needs in the marketplace,” said Rich Tehrani, group publisher and editor-in-chief of *INTERNET TELEPHONY*.

Delivered as a service, Seratel presents groundbreaking tools for the widespread shift to decentralized customer service operations. Seratel's on-demand call management software leverages existing global communications infrastructures, enabling companies of any size to rapidly deploy a feature rich call center —anywhere in the world — without any upfront hardware or software capital expenditures. Transera is the first company to offer Global Call Routing and Queuing, Global Screenpop and a Global Dashboard as software applications that ride on top of existing network infrastructures. With Seratel, organizations are able to globalize, diversify and grow call center operations while eliminating the need to deploy and integrate costly technology at each location.

“Organizations today are increasingly sourcing call center agents from multiple and disparate environments, including outsourced call centers, branch offices, knowledge workers and home agents,” said Prem Uppaluru, CEO and co-founder of Transera. “With Seratel, these companies are able to leverage on-demand IP call center services to maximize resources, deliver consistent service and achieve the visibility, control and quality management they need over their global call center operations. Being recognized for outstanding innovation by *INTERNET TELEPHONY* is strong validation of Transera's commitment to empowering companies of all sizes to optimize call center operations and customer service without the burden of costly infrastructure investment.”

The Product of the Year Award winners for 2005 will be highlighted in the January and February 2006 issues of *INTERNET TELEPHONY* magazine.

About Transera Communications

Headquartered in Cupertino, California, Transera was founded in 2004 by Prem Uppaluru, Mukesh Sundaram, and Lori Kendall, proven visionaries with patented inventions that have revolutionized the contact center industry. Transera's Seratel, collaborative call management service, redefines call



center technology architectures to bring more visibility, control and quality management into call center operations. Transera is funded by Accel Partners, Apax Partners, and Storm Ventures, established venture capital firms involved in early stage investments in industry stalwarts such as AOL, Veritas Software and Macromedia. For more information, go to www.transerainc.com.

About TMC®

Celebrating more than 30 years as a leading publisher, Technology Marketing Corporation (TMC®) publishes Customer Inter@ction Solutions® and INTERNET TELEPHONY® magazines, Web portal TMCnet.com, and the online publications SIP™, Speech-World™, VoIP Developer™, WiFi Telephony™, WiMAX™, Alternative Power™ and BiometriTech™. TMC® is also the first publisher to test new products in its own on-site laboratories, TMC® Labs. TMC® produces INTERNET TELEPHONY® Conference & EXPO, VoIP Developer Conference™ and Global Call Center Outsourcing Summit™. TMC offers live and online certification programs through TMC University. TMCnet.com publishes more than 14 online newsletters. Visit www.tmcnet.com for details.

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