

Frost & Sullivan Award for Product Innovation

2005

FROST & SULLIVAN

Product Innovation Award

AWARD DESCRIPTION

The Frost & Sullivan Award for Product Innovation is presented each year to the company that has demonstrated excellence in new products and technologies within their industry. The recipient company has shown innovation by launching a broad line of emerging products and technologies.

RESEARCH METHODOLOGY

To choose a recipient of this Award, the analyst team tracks all new product launches, R&D spending, products in development, and new product features and modifications. This is accomplished through interviews with the market participants and extensive secondary and technology research. All new product launches and new products in development in each company are compared and evaluated based on degree of innovation and customer satisfaction. Companies are then ranked by number of new product launches and new products in development.

MEASUREMENT CRITERIA

In addition to the methodology described above, there are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on one or more of the following criteria:

- Significance of new product(s) in their industry
- Competitive advantage of new product(s) in their industry
- Product innovation in terms of unique or revolutionary technology
- Product acceptance in the marketplace
- New product value-added services provided to customers
- Number of competitors with similar product(s)



AWARD RECIPIENT: TRANSEIRA

Transera is the recipient of the 2005 Frost & Sullivan Product Innovation Award for Hosted Contact Center solutions. Frost & Sullivan's research on the Hosted Contact Center market integrates findings based on extensive research and inputs gathered from leading technology vendors, service providers, outsourcers, and end-users in this market.

Transera was founded in 2004 and is backed by VC firms Accel Partners, Apax Partners, and Storm Ventures. The management of Transera had previously founded Telera, which was acquired by Alcatel in 2002 to become the Voice self-service platform of Genesys.

Multi-sourcing of agents is a growing trend in contact centers today. The customer service organization of an enterprise can include multiple in-house agent sites, multiple outsourced call centers, branch offices, remote and at-home agents. With the traditional premise model, the cost of provisioning and integrating these disparate environments can be prohibitive. Companies are therefore turning towards hosted solutions to address these needs.

Transera's hosted solution, Seratel™, for multi-site, multi-sourced contact centers is based on their forward-looking technology called open midpoint call management. Typically, for every other hosted contact center solution in the marketplace, the voice traffic is required to exit the carrier network, be brought into the hosted environment for treatment, and re-enter the network to be connected to the agent. This necessitates telephony investments such as media gateways, media servers, and other telephony infrastructure at the hosting facility. This increases the cost structure

for every party along the service delivery chain, including the ASP, telecom service provider, outsourcer, and enterprises.

Transera's unique approach brings in new cost efficiencies in the hosted contact center model by re-using existing carrier network elements. This is made possible via Transera's 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. This technique makes it possible to separate the call flow from the actual voice stream, which now remains in the network. The rest of the hosted contact center applications such as routing, IVR, quality monitoring, reporting, etc are provisioned and delivered in a multi-tenant, software-as-a-service environment.

Transera's innovative solution provides a high degree of flexibility and ease of deployment for all the entities along the value chain - namely, the service provider, the outsourcer, and the enterprise. The service provider/outsourcer does not need to invest in any Transera-specific infrastructure to offer a hosted contact center solution based on Transera's software. Likewise, the enterprise can get up and running on a hosted contact center with no infrastructure outlay imposed on their telecom service provider or outsourcer partner.

In a marketplace where enterprises and outsourcers are seeking newer value-creation models, Transera's offering provides a truly collaborative call management platform for multi-sourced call center environments. Frost & Sullivan believes that Transera's novel solution is uniquely differentiated in today's hosted contact center marketplace.