



Transera™ Communications Receives Customer Inter@ction Solutions® Magazine's 2005 Product of the Year Award

CUPERTINO, Calif. — February 15, 2006 — Transera™ Communications, a pioneer in on-demand global IP call center software, announced today that Technology Marketing Corporation (TMC®)'s Customer Inter@ction Solutions® magazine (www.cismag.com) has named Seratel™ a recipient of the 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 *Customer Inter@ction Solutions* for outstanding innovation. This is Seratel's second Product of the Year award for 2005 as recognized by TMC. The first came from *INTERNET TELEPHONY* and was announced earlier this year.

“Each year Customer Inter@ction Solutions 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 Customer Inter@ction Solutions that its products have gone the extra mile to help improve both the customer experience and the ROI for the companies that use them,” said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of Customer Inter@ction Solutions.

Seratel is breaking new ground in the call center industry as Seratel - its flagship on-demand Global IP Call Center solution - brings agents and customers closer together than ever. Through Seratel, organizations can globalize, diversify, and grow their call center operations to deliver exceptional customer care, while eliminating the need to invest in additional call center infrastructure. Rather than being “boxed in” to a single call center or technology infrastructure, Transera empowers 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. With traditional models, the cost and complexity of provisioning and integrating these disparate environments can be prohibitive. With Seratel, organizations have more access to information and resources to manage incoming calls and match appropriate agents with customers to ensure a valuable interaction.

“It brings the entire Transera team great honor to have been recognized with this prominent award,” said Prem Uppaluru, CEO and co-founder of Transera. “We see a profound change occurring in the call center industry – in addition to outsourced agents abroad, there is a new crop of domestic home based-agents. New technologies have emerged to make new models of customer care possible and Transera is building the foundation. We started Transera to drive this transformation and the recognition by *Customer Inter@ction Solutions* with this award validates our vision. We see tremendous opportunities to help companies improve business performance in the call center and cut costs.”

The Product of the Year Award winners for 2005 will be highlighted in the January and February 2006 issues of Customer Inter@ction Solutions magazine.

About Transera Communications



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 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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