



Frost & Sullivan Names Transera's Seratel 2007 North American Contact Center Product of the Year

Cupertino, Calif. — Jan. 29, 2007 — Transera™ Communications, the first company to offer an on-demand call management solution for distributed agents, announced today that Frost & Sullivan named its cornerstone solution, Seratel™, the 2007 North American Contact Center Product of the Year. The Award is presented each year to the company that has demonstrated excellence in new products and technologies within their industry.

“We selected Seratel for our North American Contact Center Product of the Year because it presents a revolutionary approach that creates new cost efficiencies in the hosted call center model,” said Ashwin Iyer, program leader, Frost & Sullivan. “By reusing existing carrier networks as the voice and telephony platform, this technique enables the separation of call flow from the actual voice path which remains in the carrier’s network. With the voice stream in the network, core call center applications are delivered in a Software as a Service model, providing an appealing on-demand call center alternative to organizations with complex customer care operations.”

Frost & Sullivan praised Transera’s innovative on-demand call management solution and its unique enabling technology, Open Midpoint Call Management™, designed expressly for distributed call center environments. Regardless of where the agents are located, Transera’s Seratel creates a virtual call center that performs the necessary call center functions, including call queuing, routing, monitoring, recording, reporting and screen pops. Seratel provides a centralized mechanism to efficiently route calls and administer agents, dramatically reducing operational costs and customer hold times.

“Transera’s management team has deep experience in launching sustainable companies to provide innovative enterprise-class contact center technology,” said Ian Jacobs, strategic analyst, Contact Centers, Frost & Sullivan. “This endows Transera with a maturity unusual in start-ups and has helped the company fashion a service in Seratel that breaks the mold of what ‘hosted contact center’ can accomplish for improving the quality of customer interactions.”

Call center managers use Transera to manage their distributed call centers - routing calls across locations, geographies, organizations and technologies - with the highest visibility and control, at the lowest cost, using the most flexible infrastructure. Businesses can rapidly deploy a feature-rich call center with no infrastructure investment. Agents only need a PC and a phone and supervisors can monitor operations in real-time from any web-browser. Users eliminate capital costs for equipment and gain the productivity benefits of a distributed workforce located onshore, offshore, at home or in a remote location.

“We are proud to accept this prestigious award from Frost & Sullivan,” said Prem Uppaluru, CEO and co-founder Transera Communications. “Transera is to call centers what air traffic control is to airlines – a mission-critical service that runs operations like a well oiled machine. Seratel’s approach holds enormous potential for companies looking for ways to deliver quality customer care with full visibility and control over their operations but without the headaches of managing complex and costly premises systems.”



Research Methodology

To choose a recipient of this Award, the Frost & Sullivan 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 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. There are specific criteria used to determine final competitor rankings in this industry. The recipient of this Award has excelled based on significance of new products in their industry; competitive advantage of new products 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 and the number of competitors with similar products.

About Transera Communications

Headquartered in Cupertino, California, Transera Communications is the first company to offer an on-demand call management solution for distributed agents. 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 upfront capital expenditures. 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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