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Transera lands \$10 million in new VC funds

By Robert Mullins
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Transera Communications Inc., a maker of software that manages call centers, received \$10 million in second round venture capital funding, the company announced Wednesday.

Transera, of Cupertino, said the latest round of funding was led by Storm Ventures, of Menlo Park. It also included investments from Apax Partners, also of Menlo Park, and Accel Partners, of Palo Alto, both of which also invested in Transera's first round in April 2004.

The company provides a hosted service using its software that makes it possible for multi-national corporations and global outsourcers to collaborate to manage their call centers. It eliminates the need to deploy and integrate costly call center technology at each location, which adds to the cost and complexity of operating those centers.

A call center is an office where operators field phone calls from a company's customers who are placing orders or seeking customer support on how to use the company's product or service. Call centers are increasingly being opened in lower-cost labor markets throughout the world rather than at the company's headquarters where labor costs may be higher.

Transera also announced the appointment of Rahoul Seth as senior vice president and chief financial officer. He has worked in the past with Transera co-founders Prem Uppaluru, Mukesh Sundaram and Lori Kendall.