



Transera Communications Receives 2008 Communications Solutions Product of the Year Award

Seratel Recognized for Outstanding Innovation

Sunnyvale, CA — June 10, 2009 — Transera Communications, the leader in on-demand virtual contact center solutions for enterprises, announced today that Technology Marketing Corporation (TMC) has named Seratel® recipient of the 2008 Communications Solutions Product of the Year Award.

Transera provides enterprise-class on-demand virtual contact center software delivered as a service. Seratel®, Transera's software, has been created expressly for companies moving toward distributed operations that require increased flexibility in managing and staffing agent resources. The solution provides unprecedented levels of visibility and control in managing agents and customer interactions, regardless of agent or interaction type. Seratel also simplifies the deployment and management of disparate sites and agent locations, enabling companies to break away from the cost and complexity of traditional contact center solutions.

“Transera has been recognized with a 2008 Product of the Year Award for their excellence in the advancement of contact center communications technologies,” said Rich Tehrani, TMC President and Group Editor-in-Chief, “Transera has proven they are committed to quality and excellence in solutions that benefit the customer experience as well as ROI for the companies that use them. I am pleased to honor their hard work and accomplishments and look forward to more innovative solutions from them in the future.”

“We are honored to be a repeat winner of this prestigious award from an organization with a deep history in covering the contact center market,” said Prem Uppaluru, CEO and President of Transera Communications. “Since its inception, Transera has been focused on pioneering the future of the contact center industry. We are gratified now to see that future at hand with numerous enterprises enjoying significant financial and business benefits from Seratel. Recognition from our customers and industry organizations like TMC is strong validation of our continued commitment to transform and deliver value to the contact center market.”

About Transera Communications

Headquartered in Sunnyvale, California, Transera Communications is the first company to offer an enterprise-class on-demand virtual contact center solution, enabling real-time visibility and control over distributed contact center operations while ensuring the best customer experience at the lowest cost. Seratel®, Transera's award-winning software, delivered as a service, enables organizations to rapidly deploy a feature-rich contact center with agents located anywhere in the world, including in-house, outsourced, remote or at home, with no upfront capital expenditure. For more information, go to www.transerainc.com or call 408-338.0900.

About TMC

Technology Marketing Corporation (TMC) is a global integrated media company helping our clients build communities in print, in person and online. TMC publishes [Customer Interaction Solutions](#),

[INTERNET TELEPHONY](#), [Unified Communications](#), and [NGN Magazine](#). TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two to three million unique visitors each month worldwide, according to Webtrends. TMCnet is ranked as 2,921 in Quantcast's Top U.S. Sites placing TMCnet in the top .03% most visited Web sites in the US. In addition, TMC produces [ITEXPO](#), [4GWE Conference](#), [Digium|Asterisk World](#) and Communications Developer Conference. For more information about TMC, visit www.tmcnet.com.

Transera Contact:

Arnab Mishra, Transera Communications, arnab.mishra@transerainc.com, 408.338.0867
Will Stickney, Horn Group for Transera, wstickney@horngroup.com or 415-905-4025

TMC Contact:

Jan Pierret, TMC, jpierret@tmcnet.com, 203-852-6800, ext. 228