



Transera™ Communications Receives Prestigious Frost & Sullivan 2005 Product Innovation Award

Cupertino, Calif. — February 7, 2006 — Transera™ Communications, a pioneer in on-demand global IP call center software, announced today that Frost & Sullivan has awarded the company with the 2005 Award for Product Innovation based on its flagship offering, Seratel™. The Award is presented to those who have excelled in providing the market with a significant new product to their industry, product innovation in terms of unique or revolutionary technology, new value-added services provided to customers, and product acceptance in the marketplace.

“Typically, the customer service organization of an enterprise can include multiple in-house agent sites, multiple outsourced call centers, branch offices, as well as remote and at-home agents. However, with the traditional premise model, the cost of provisioning and integrating these disparate environments can be prohibitively high. Companies are therefore turning toward hosted solutions to address these needs,” says *Frost & Sullivan* Program Leader Ashwin Iyer. “Transera’s unique approach to hosted contact center solutions for multi-sourced environments brings in new cost efficiencies by re-using existing carrier network elements, which is made possible by its innovative open midpoint call management technology, and for this reason, presents the company with the 2005 Product Innovation Award.”

Transera redefines the requirements for a multi-sourced call center and dramatically lowers implementation and support costs, while shielding organizations from the complexities and frustrations of designing and integrating proprietary technology stacks. 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 office or at home. With Transera, organizations are empowered to optimize available resources wherever they are located.

Frost & Sullivan praised Transera’s new, revolutionary and cost-effective hosted call center services approach, and its patent pending Open Midpoint Call Management™ technology. Open Midpoint Call Management leverages the power of standard Session Initiation Protocol (SIP) and Call Control XML (CCXML) to create a “virtual call center” that performs the necessary call control functions, including call management, monitoring and reporting. Open Midpoint Call Management provides a centralized mechanism to efficiently route and administer calls, dramatically reducing operational costs and significantly improving hold times, regardless of where the call originates, travels to or terminates.

“We are thrilled and honored to be recognized with this prestigious award,” says Prem Uppaluru, co-founder and CEO of Transera Communications. “Frost & Sullivan is one of the world’s top research firms; they have proven to have the foresight on technology trends and have a keen grasp on challenges and opportunities in the call center market. ”

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 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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