



## Transera to Keynote at the 2007 ICCM Summit

---

**Sunnyvale, Calif. — November 12, 2007 —** [Transera](#)<sup>TM</sup> Communications, the first company to offer an adaptive, on-demand virtual contact center solution, today announced that its co-founder and CEO, Prem Uppaluru, will keynote with customer, Kevin Buckley, Director, Operations & Analytics, Office Depot, at this month's 2007 International Contact Center Management (ICCM) Summit in Orlando, Florida.

### **What:**

The 2007 ICCM Summit is a three-day multi-track conference program focused on delivering the optimal customer experience at the lowest possible cost. ICCM 2007 will offer contact center success stories from several of the world's most respected organizations including Kohl's, Bank of America, Chase Home Lending, The Home Depot, Wyndham, American Express, Bath & Body Works, Continental Airlines among others. This keynote, entitled, "Technology and Market Dynamics Enable New Customer Service Business Models," will cover the evolution of the call center, new survey results revealing the adoption of on-demand contact centers and a real world case study featuring Office Depot.

### **Speakers:**

Prem Uppaluru, co-founder and CEO, Transera Communications  
Kevin Buckley, Director, Operations & Analytics, Office Depot

### **When:**

Tuesday, November 13, 2007 from 8:30 AM - 9:30 AM EST

### **Where:**

The Walt Disney World Resort, Orlando, FL in the Northern Hemisphere Ballroom E. Transera will also demo its cornerstone contact center solution, Seratel<sup>TM</sup> in booth # 5.

### **About Transera Communications:**

Headquartered in Sunnyvale, California, Transera Communications is the first company to offer an adaptive on-demand virtual call center solution, enabling real-time visibility and control over distributed call 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 call center for agents located anywhere in the world, including in-house, outsourced, remote or at home with no upfront capital expenditures. Pricing starts at \$100 agent per month. For more information, go to [www.transerainc.com](http://www.transerainc.com) or call 408-873-1984.

### **Transera Communications Contact:**

Sammie Walker, [Sammie.Walker@transerainc.com](mailto:Sammie.Walker@transerainc.com) or 408-873-1984 ext. 116 or  
William Stickney, [wstickney@hornrgroup.com](mailto:wstickney@hornrgroup.com) or 415-905-4025