



## **Transera™ Communications Short-listed as a Finalist for the “Red Herring 100 North America” Awards**

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CUPERTINO, Calif. — April 5, 2006 — Transera™ Communications, a pioneer in on-demand global IP call center software, announced today that they have been short-listed as one of the top 200 contenders for the annual "Red Herring 100 North America" list. Well over 1,000 privately held technology companies submitted to this year's edition of the prestigious award, giving evidence to the invigorated innovative and entrepreneurial strength of the technology ecosystem. As one of the finalists, Prem Uppaluru, CEO and President (co-founder) of Transera Communications, will join the exclusive Red Herring Spring 2006 CEO summit, May 23-25 in Monterey, California, where the technology industry's most-innovative CEOs, venture financiers, and corporate strategists will gather to meet this next wave of disruptive companies.

### High-quality companies

"We can see the resurgence of the tech sector reflected in the quantity and variety of excellent companies that we had to choose from in putting our list together," said Joel Dreyfuss, Editor-in-Chief of Red Herring. "It was difficult to choose the 200 finalists and we are very happy with the stellar quality of the companies on this short-list."

"We are honored to have been short-listed as one of the top 200 contenders for the annual Red Herring 100 North America list," said Prem Uppaluru, CEO and President (co-founder) of Transera Communications. "The confluence of computing and communications technologies coupled with the shift to globalization has created a real opportunity for organizations to optimize call center operations – from India to Indiana. Transera allows companies of any size to rapidly deploy a feature rich call center — anywhere in the world — without any upfront hardware or software capital expenditures. In addition to the cost savings, Transera's on-demand service allows for easy set-up and administration of distributed call center resources, regardless of geographic location."

### More than just buzz

The "Red Herring 100 North America" award is an important part of Red Herring's tradition of recognizing new and innovative technology firms and their entrepreneurial founders. Transera Communications and the other nominees were rigidly evaluated on both quantitative and qualitative criteria such as financial performance, technology innovation, quality of management, execution of strategy, and integration into their ecosystem. This unique assessment of potential complemented by a review of the actual track record and standing of a company allows Red Herring to see past the "buzz" and make the list an invaluable instrument for discovering and advocating the greatest business opportunities in the industry.

### Bringing together the best

As part of this tradition to honor innovation and entrepreneurship in the business of technology, Red Herring will again host "Red Herring Spring," a two day invitation-only summit for the CEOs and founders of the Red Herring 100 winners and finalists in Monterey, California. The summit's C-level attendees will convene under the theme "The Pursuit of Disruption" to discuss major trends and opportunities and to explore partnerships, alliances, investments, and M&A activities. Further



information regarding the event and how to register is available at <http://www.herringevents.com/rhspring06>.

### **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](http://www.transerainc.com) or call 408-873-1984.

### **About Red Herring**

Red Herring is a sophisticated insider's guide to the business of technology, featuring unparalleled insights on the emerging technologies driving the economy, from the Internet to wireless communications and digital entertainment. Red Herring reports on how innovation and entrepreneurship are transforming business and how the business of technology is transforming the world, providing readers with a deep understanding of venture capital and capital markets. Recognized as an essential resource in today's fast-changing business world, Red Herring gets the right answers before anyone else even thinks to ask the questions. More information on Red Herring is available on the Internet at [www.redherring.com](http://www.redherring.com).

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