



## **Transera Communications Introduces Virtual Call Centers for Disaster Relief and Business Continuity**

First On-Demand Global IP Call Center Platform Ensures Business Continuity and Superior Customer Care with Dramatically Reduced Capital Investment

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CHICAGO — August 15, 2006 — Transera™ Communications today unveiled Seratel SafeNet™ offering business continuity, overflow management, and contingency planning for call center outsourcers and enterprises. The new enhancement to Seratel™, Transera's cornerstone on-demand global IP call center solution, provides high availability of critical call center services with agent pools located anywhere for uninterrupted customer care. SafeNet was designed for disaster relief during unexpected crises, business continuity during expansion or relocation, and overflow call management for peak seasons and unexpected increases in call volumes.

“Hurricanes and other natural disasters, tightened security measures, and unpredictable business conditions are driving the need for organizations to create business continuity plans – customer service is a critical piece,” said Ashwin Iyer, industry manager for Contact Center & CRM, Frost & Sullivan. “Customer service becomes vulnerable to a disruption during a change without warning. Dropped calls negatively impact revenue and customer retention. As a result, businesses are looking for new, cost effective ways to leverage emerging technology solutions as they implement business continuity strategies and contingency plans.”

Currently, businesses must implement a fully redundant secondary call center and telecommunications infrastructure in order to ensure operational continuity during a natural calamity or a man-made emergency, rendering their primary call center inaccessible. This approach is prohibitively expensive as it doubles total cost of ownership to prepare for occasional or infrequent use. Now, for the first time, Seratel SafeNet overlays and re-uses existing carrier assets, giving organizations a business continuity solution that requires no capital investment. Consequently, carriers can provide value added services to business customers that would otherwise be uneconomical with traditional call center technologies. Business customers can now rapidly implement a new call center, expand operations, or relocate resources during an emergency, with no capital investments in hardware or software.

“In the event of an emergency or during a sudden increase in call volume, Seratel SafeNet instantly transforms pre-provisioned agents into productive customer service representatives, said Prem Uppaluru, CEO, president and co-founder, Transera Communications. “Whether located at home or in a hotel, school or cyber café, equipped with an Internet-ready computer, a headset with microphone and a downloadable SIP softphone, any volunteer can serve the needs of disaster victims for governmental agencies to relief organizations. Transera has pioneered an approach that enables business continuity and disaster recovery with uncompromised customer service while eliminating complexity, cost and risk for customers.”

With Seratel SafeNet, overflow capacity — based on agent availability and customer call volume — is redirected to Seratel for network level queuing. By integrating with enterprise call routers and interactive voice response (IVR) applications, Seratel passes the caller information and routing instructions back to the enterprise router. Typically, callers receive a busy signal or are routed to an overflow voice mailbox, resulting in lost information and poor customer satisfaction. With a new ability to manage overflow capacity, calls are intelligently queued and automatically routed to the best available agent, delivering an enhanced customer experience, improved first call resolution and more efficient resource utilization.



## **Seratel SafeNet Withstands Unexpected Emergencies, Market Fluctuations, Infrastructure Changes**

“Transera has given us a distinct advantage in IT and application management as we take calls to serve global customers,” said Siv Thiyagarajan, VP & General Manager, e4e Tech Support “As a leading provider of next generation business services, e4e delivers uninterrupted service to our clients regardless of any natural disaster or man-made emergency. Seratel SafeNet provides us the necessary capability without investing in any upfront capital. With SafeNet, we can instantaneously launch the support operations, ensuring business continuity during major disasters or minor interruptions in service. Support center operations can scale on demand to accommodate new customers, while eliminating the need to purchase and manage an over-provisioned infrastructure.”

### **Pricing and Availability**

Seratel SafeNet is available immediately through Transera-powered service providers Novatel and Commpartners and directly through Transera Communications.

### **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.

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