



Transera Receives 2007 Product of the Year Award Presented by INTERNET TELEPHONY and Customer Interaction Solution Magazine

Transera's Seratel Honored for Outstanding Contact Center Technology Innovation

Sunnyvale, CA, January 16, 2008 — [Transera](#) announced today that [INTERNET TELEPHONY](#) magazine and [Customer Interaction Solutions](#) magazine have named [Seratel™](#) as a recipient of their annual 2007 Product of the Year Awards. Founded in 1982, Customer Interactions Solution is the leading publication covering CRM, call centers and teleservices. Internet Telephony has been the VoIP Authority Since 1998™.

Seratel is the first on-demand call center software solution developed expressly for highly distributed, multi-sourced call centers. Seratel™ software is delivered as a service, providing vital call center applications on demand with no onsite infrastructure investment required. Enterprises and outsourcers can rapidly deploy a new virtual call center with agents from India to Indiana, or seamlessly expand call center operations where and when they need them, and supervisors maintain complete visibility and control.

"Transera has proven they are committed to quality and excellence while addressing real needs in the marketplace. Both *INTERNET TELEPHONY* and *Customer Interaction Solutions* are pleased to grant the 2007 Product of the Year Award to Seratel," said Rich Tehrani, TMC President and Editor-in-Chief of *INTERNET TELEPHONY* magazine. "We're proud to honor their hard work and accomplishments and look forward to more innovative solutions from Transera in the future."

"We are honored that Seratel received these two distinct awards by magazines that have a rich history in covering call centers and telephony," said Prem Uppaluru, CEO and President of Transera Communications. "Transera has been squarely focused on liberating businesses from the constraints of traditional call center solutions, enabling them to realize the benefits of a virtualized call center operation that spans organizations, geographies and technologies. With the continued recognition of Seratel and our advancements in call center technology, Transera is pioneering the future of the contact center industry."

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 or call 408-873-1984.

About *Internet Telephony Magazine*

INTERNET TELEPHONY has been the VoIP Authority since 1998™. Since the first issue in February of 1998, *INTERNET TELEPHONY* magazine has been providing unbiased views of the complicated converged communications space. *INTERNET TELEPHONY* offers rich content from solutions-focused editorial content to reviews on products and services from TMC Labs.

INTERNET TELEPHONY magazine has a circulation of 225,000 including pass-along readers. For more information, please visit www.itmag.com.

About *Customer Interaction Solutions*

Since 1982, *Customer Interaction Solutions* magazine has been the voice of the call/contact center, CRM and teleservices industries. *CIS* magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, *Customer Interaction Solutions* strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com.

About TMC

Technology Marketing Corporation (TMC) publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [IMS Magazine](#). TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 6,000 most visited Web sites in the world by alexa.com*, TMCnet serves as many as three million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO](#), and [Call Center 2.0 Conference](#). For more information about TMC, visit www.tmcnet.com. (*alexa.com is an amazon.com company that ranks Web sites by their traffic levels. Neither alexa.com nor amazon.com is affiliated with TMCnet.) For more information about TMC, visit www.tmcnet.com.

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