



## **Transera™ Communications Named a Red Herring 100 Winner**

Award Recognizes the 100 Private Technology Firms in North America  
Driving the Future of Technology

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CUPERTINO, Calif. — May 22, 2006 — Transera™ Communications, a pioneer in on-demand global IP call center software, today announced that it has been selected as a winner of the annual “Red Herring 100 North America” award by Red Herring magazine. This list of 100 privately held companies in North America recognizes those that play a leading role in innovating the technology business. As one of the winners, Prem Uppaluru, co-founder, CEO and President of Transera Communications, will present the company at the exclusive Red Herring Spring 2006 CEO summit, May 23-25 in Monterey, California, where a select group of 300 technology entrepreneurs, investors, and corporate developers will gather to be the first to meet this next wave of disruptive technology companies

### Disruptive technologies and business plans

“With venture capital flowing again, we’re seeing a lot of innovative new companies taking on the established players with disruptive technologies and innovative business plans,” said Joel Dreyfuss, Editor-in-Chief of Red Herring. “The Red Herring 100 North America companies, among them Transera Communications, are pushing and breaking the boundaries of the technology business and we are excited to report on their success stories.”

Companies today are sourcing call center agents from outsourced call centers, branch offices, knowledge workers and home agents, resulting in a multi-sourced call center environment. Transera has introduced a new approach, developed expressly for multi-site, multi-sourced call centers. This new model leverages the existing IP communications network as the underlying applications platform. By reusing existing carrier elements, Transera removes the need for dedicated hardware and software, enabling service providers to offer complete call center solutions, combining software from Transera with their existing transport services. This approach eliminates capital investments for all parties in the value chain, including the carrier, the enterprise and the outsourcer. Now businesses of any size to rapidly deploy a feature rich call center anywhere in the world, without any upfront capital expenditures.

“We are honored to have been selected for this prestigious award,” said Prem Uppaluru, CEO and President (co-founder) of Transera Communications. “Being recognized by Red Herring for our disruptive technology is a strong validation of our commitment to transform call center operations.”

### More than just buzz

Red Herring’s lists of top private companies are an important part of the renowned magazine’s tradition of identifying new and innovative technology firms and entrepreneurs. Companies like Google and eBay were spotted in their early days by Red Herring editors as some that would change the way we live and work.

After receiving more than 1,000 submissions and nominations, Red Herring’s editorial staff rigorously evaluated Transera and the other contenders through a careful analysis of financial data and subjective criteria, including quality of management, execution of strategy, and dedication to



research and development. The Red Herring 100 North America companies are at the forefront of the technologies that are changing our lives in profound ways.

Honoring the best

To honor the Red Herring 100 companies, Red Herring has invited their CEOs and founders to present at its Red Herring Spring 2006 conference, a forum for technology's most exciting companies, and to share their insights on the future of innovation and the entrepreneurial journey. Scheduled to take place at the Hyatt Regency Hotel in Monterey, this intimate, invitation-only conference will explore "The Pursuit of Disruption" and how it spawns unexpected opportunities, novel alliances, and great success stories.

### **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 Spring 2006**

Red Herring Spring 2006 will assemble 300 of the continent's most innovative and successful CEOs, investors, and corporate developers and feature a dynamic group of over 100 speakers that are pushing and breaking the boundaries of the business of technology. Themed "The Pursuit of Disruption," it will be held May 23-25 in Monterey, California. Please contact Michael Felber at 650.428.2900 or email [mfelber@redherring.com](mailto:mfelber@redherring.com) to request an invitation to attend the event. More information is available online at [www.herringevents.com/rhspring06](http://www.herringevents.com/rhspring06).

### **About Red Herring Magazine**

Red Herring magazine 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's journalists report 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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