



Transera Communications Honored with 2009 IP Contact Center Technology Pioneer Award from *Customer Interaction Solutions Magazine*

Seratel Recognized for Innovation and Thought Leadership

Sunnyvale, CA — July 21, 2009 — Transera Communications, the leader in on-demand virtual contact center solutions for enterprises, announced today that Technology Marketing Corporation (TMC) has named Seratel® recipient of the 2009 IP Contact Center Technology Pioneer Award from its magazine, *Customer Interaction Solutions*. *Customer Interaction Solutions* has been the leading publication in CRM, call center, and teleservices industries since 1982.

Transera provides enterprise-class on-demand virtual contact center software delivered as a service. Seratel®, Transera's software, has been created expressly for companies moving toward distributed operations that require increased flexibility in managing and staffing agent resources. The solution provides unprecedented levels of visibility and control in managing agents and customer interactions, regardless of agent or interaction type. Seratel also simplifies the deployment and management of disparate sites and agent locations, enabling companies to break away from the cost and complexity of traditional contact center solutions.

"TMC is proud to recognize Transera Communications with an IP Contact Center Technology Pioneer Award. Seratel has been designed with the needs of the contact center market in mind and the potential of IP behind it making it deserving of this significant honor," said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of *Customer Interaction Solutions*.

"Technology is the key to the success of any call center so it is my pleasure to recognize Transera Communications for bringing advanced, innovative technologies to market while providing high quality and superior applications," continued Tehrani.

"We are honored to receive this award from an organization like TMC that itself continues to show thought leadership in the contact center industry," said Prem Uppaluru, CEO and President of Transera Communications. "Central to Transera's mission is to provide innovative solutions that allow enterprises to continue evolving and improving their customer service operations. In these economic times, it is imperative that enterprises have the utmost flexibility in deploying customer service strategies that meet their business and financial requirements. Seratel has been built with this need in mind and has proven itself to be the most adaptable contact center solution delivering the lowest cost of ownership in the marketplace today."

About Transera Communications

Headquartered in Sunnyvale, California, Transera Communications is the first company to offer an enterprise-class on-demand virtual contact center solution, enabling real-time visibility and control over distributed contact 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 contact center with agents located anywhere in the world, including in-house, outsourced, remote or at home, with no upfront capital expenditure. For more information, go to www.transerainc.com or call 408-338.0900.

About TMC

Technology Marketing Corporation (TMC) is a global integrated media company helping our clients build communities in print, in person and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [NGN Magazine](#). TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two to three million unique visitors each month worldwide, according to Webtrends. TMCnet is ranked as 2,921 in Quantcast's Top U.S. Sites placing TMCnet in the top .03% most visited Web sites in the US. In addition, TMC produces [ITEXPO](#), [4GWE Conference](#), [Digium|Asterisk World](#) and Communications Developer Conference. For more information about TMC, visit www.tmcnet.com.

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