



Transera Co-founder and CEO, Prem Uppaluru, To Participate on a Unified Communications Panel at fall VON

BOSTON — October 29, 2007 — [Transera](#)TM Communications, the first company to offer an adaptive on-demand virtual contact center solution, today announced that its co-founder and CEO, Prem Uppaluru, will participate in a panel discussion at the [Unified Communications Conference](#) as part of fall [VON](#). In a session called “Unified Communication Enabled Call Centers,” Uppaluru will weigh in on how new technologies are changing and improving the interactions between organizations and their customers. Transera will also demo its cornerstone contact center solution, [Seratel](#)TM in Level 3’s booth #1330.

What:

The Unified Communications Conference is part of fall VON, the largest, global event focused on IP communications. The Unified Communications Conference will address technology and telecommunications convergence that empowers businesses with a new set of integrated tools for collaboration and customer care. It will explore advances in calling, conferencing, information sharing, mobility, business applications and the integration of messaging such as email, IM, voice and video. During this panel, participants will explore how unified communications can be applied to the global, virtual call center of the future. It will cover how customers take charge of the way they get service and the technologies and techniques available to business for improving customer care.

Speakers:

- + Prem Uppaluru, co-founder and CEO, Transera Communications
- + Mike Ely, Director of System Architecture, Aspect Software, Inc.
- + Steve Kowarsky, Executive Vice President, CosmoCom
- + Don Van Doren, Principal, UniComm Consulting
- + Ernie Wallerstein, President, Zeacom

When:

Tuesday, October 30, 2007, 4:45pm - 6:00pm

Where:

The Boston Convention & Visitors, Center in room #206A.

About Transera Communications

Headquartered in Sunnyvale, California, Transera Communications is the first company to offer an adaptive on-demand virtual contact 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 per agent per month. For more information, go to www.transerainc.com or call 408-873-1984.

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