



## **Transera To Participate At Spring 2008 VON.x and Under the Radar Conferences**

Prem Uppaluru Recognized by Premiere Silicon Valley Organization  
as a Pioneer in Virtual Contact Centers

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**Sunnyvale, Calif., March 19, 2008** — [Transera](#)<sup>TM</sup> 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 be participating in two major industry conferences this Thursday. Uppaluru will participate in a panel discussion at [Pulvermedia's](#) Spring 2008 [VON.x](#) conference and has also been selected to present at [Dealmaker Media's](#), [Under the Radar's](#) Graduate Circle roundtable.

### **Spring 2008 VON.x: What Makes Conference Services Compelling?**

#### **What:**

Spring 2008 VON.x covers core concepts to emerging innovations in conference and expo sessions ranging from voice and video to wireless and unified communications. Uppaluru will participate in a panel discussion called "What makes Conference Services Compelling?" He will weigh in on how new technologies, like VoIP conferencing services, have transformed the way organizations communicate and connect through workforce solutions.

#### **When:**

Thursday, March 20, 2008, 9:00am - 10:15am

#### **Where:**

McEnery Convention Center, Conference Room B1, San Jose, CA.

#### **Panelists:**

- + Prem Uppaluru, co-founder and CEO, Transera Communications
- + Lou Guercia, Director, Operations & Strategy, Lotus Software, IBM
- + Erik Lagerway, CEO and Co-Founder, Lypp
- + Alec Saunders, CEO, iotum
- + Bob Logan, Director, Dialogic® Media Labs (moderator)

### **Under the Radar, Graduate Circle: "Business of Web Apps: Where the Web Goes to Work"**

#### **What:**

Under the Radars Graduate Circle events comprises a hand-picked group of companies that have "graduated" from being under the radar and are gaining major momentum in specific industries. Transera has been selected to participate and will present in a session titled, "Business of Web



Apps: Where the Web Goes to Work.” Uppaluru will discuss trends in virtual call center solutions and how businesses can utilize specific on-demand applications to grow and unify their business.

**When:**

Thursday, March 20, 2008, 1:00pm – 1:30pm

**Where:**

Microsoft Conference Center, Building 1, Mountain View, CA

**Speaker:**

+ Prem Uppaluru, co-founder and CEO, Transera Communications

**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](http://www.transerainc.com) or call 408-873-1984.

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