



Transera Communications Secures \$10 Million in Second Round of Venture Funding and Expands Leadership Team

Storm Ventures Leads Round; Initial Investors Apax Partners and Accel Partners Continue Support

CUPERTINO, Calif. (August 16, 2005) – Transera Communications, a pioneer in collaborative call management software, today announced that it has raised a second round of \$10 million dollars in equity funding from venture investors, led by Storm Ventures. Apax Partners and Accel Partners co-lead the first round of funding in April 2004 and also participated in the second round. The funds will be used to expand global market development, scale partner and product development and build the customer support and services infrastructure. Transera also announced the addition of Rahoul Seth to the executive team as Senior Vice President and CFO.

“At Storm, we like to work with repeat entrepreneurs who have had past success, and the Transera team is one with a record of creating industry leading products and delivering value to all stakeholders,” said Sanjay Subhedar, general partner, Storm Ventures. “As the telecommunications market rebounds and outsourcing call center operations continues, we see a tremendous opportunity for software that supports the shift to globalizing key business operations in order to create and deliver products and services wherever the appropriate skilled personnel exist and the cost-savings are greatest.”

Transera offers a new breed of call management software that enables multi-national corporations and global outsourcers to collaborate in providing customer care across organizational, geographical and technological boundaries. Transera's Seratel™ intelligent call center gateway and management applications redefine call center technology architectures to bring more visibility, control and quality management into call center operations. At the same time it eliminates the need to deploy and integrate costly call center technology at each location which traditionally shackles the organization's ability to extend their operations across geographic, organizational and technological boundaries given the integration complexities and the considerable costs. Transera's on-demand, hosted services leverage emerging open standards and off-the-shelf network elements to provide more freedom of choice, better performance and cost-savings.

“Contact centers are being successfully ‘virtualized’ thanks to the same technologies that fueled the growth of the World Wide Web.” said Dan Miller, senior analyst, Opus Research. “The results will be major architectural, economic, and organizational changes in enterprise contact centers. Using low cost communications links enterprise business processes can be extended over the Internet and presented through Web browsers. A customer care or technical support representative can be an outsourcer in India or a work-at-home mom in Utah. Investors recognize that there is tremendous upside for companies, like Transera, who provide technologies that redefine customer care.”

“One major focus of outsourcing is the call center, which involves global operations that span organizations, partners, communication networks, technologies and geographies,” said Prem



Uppaluru, co-founder and CEO. "Globalization is reshaping the world of business and creating a more challenging business environment which requires new levels of agility and responsiveness when it comes to customer care. With this new round of funding, we can more aggressively bridge boundaries; we can put our software into the hands of multi-national corporations and global outsourcers and enable them to connect and collaborate in the delivery of globalized customer care - beyond traditional borders of organizations, locations, and technologies."

Rahoul Seth Joins as Senior Vice President and Chief Financial Officer

Rahoul is an accomplished industry veteran who has been involved in previous successful ventures with Transera's management team. As Chief Financial Officer, Rahoul is responsible for the company's overall financial leadership and played a pivotal role in raising its second round of financing. Rahoul has over 25 years experience in finance and operations with both large enterprises and with venture capital backed companies. Rahoul held CFO positions at Right Hemisphere Inc, Telera Inc. (acquired in 2002 by Alcatel), Sentient Networks (acquired in 2000 by Cisco Systems) and Abekas (acquired in 1995 by Scitex Corp). Prior to working with early stage companies, Rahoul held a number of senior, operational, financial and international business development positions with both Raychem and Corning Inc. in the US and UK. Rahoul earned an MBA from Harvard Business School and a BA in Economics from Delhi University. He is a Fellow of the Institute of Chartered Accountants in the UK.

About Storm Ventures

Storm Ventures, based in Menlo Park, Calif., is a seed and early-stage venture capital firm with a proven combination of operational management and venture investment expertise. This helps the firm to identify the most promising investment opportunities in emerging IT, communications, and networking markets and to guide entrepreneurs toward success. The firm has three funds with more than \$500 million under management. For more information, visit www.stormventures.com

About Transera Communications

Headquartered in Cupertino, California, Transera was founded in 2004 by Prem Uppaluru, Mukesh Sundaram, and Lori Kendall, proven visionaries with patented inventions that have revolutionized the contact center industry. Transera's Seratel™ intelligent call center gateway and management applications redefine call center technology architectures to bring more visibility, control and quality management into call center operations. Transera is funded by Accel Partners, Apax Partners, and Storm Ventures, established venture capital firms involved in early stage investments in industry stalwarts such as AOL, Veritas Software and Macromedia. For more information, go to www.transerainc.com.

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