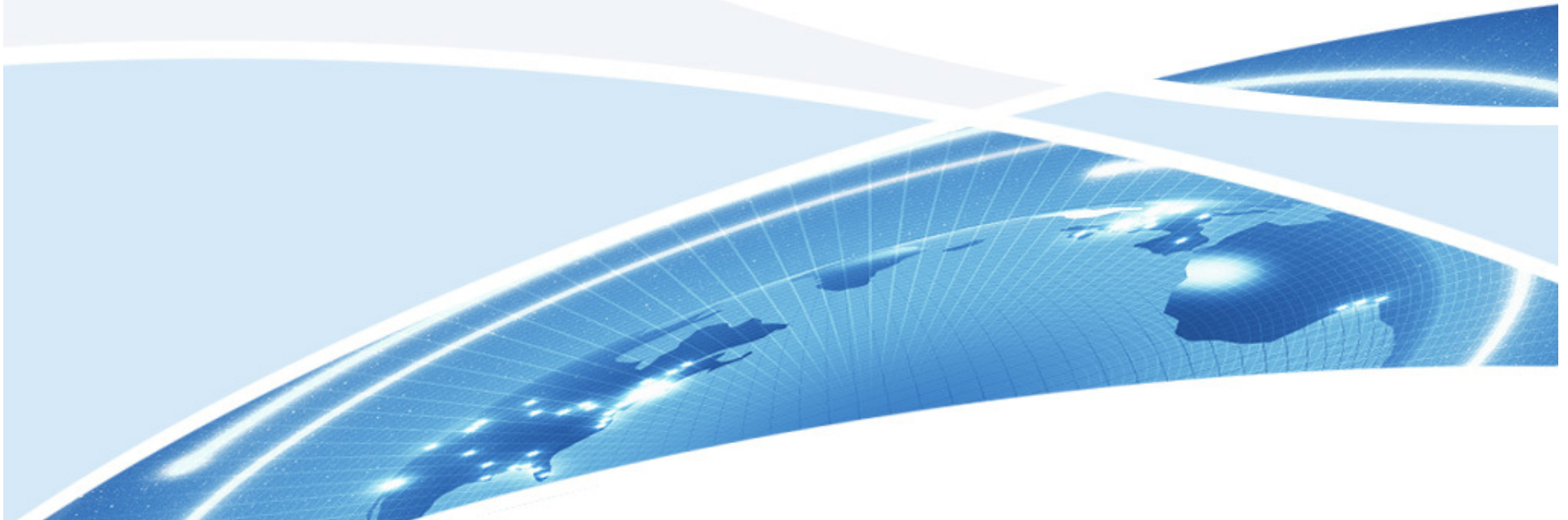




Seratel Mid-point Call Management

**Prem Uppaluru,
President and CEO, Transera**



About Transera



- ➔ Founded in April, 2004 and headquartered in Sunnyvale, CA
- ➔ Backed by leading venture capital firms - Accel Partners, Apax Partners, Storm Ventures
- ➔ Provides presence-based, multi-party mid-point call management enabling real-time business to customer interactions
- ➔ Solution requires with no upfront capital expenditures nor ongoing maintenance costs
- ➔ Integrates seamlessly with existing communications and enterprise applications



Seratel Midpoint Call Management



- ➔ **Collaboration:** Enables workers across enterprises to *collaborate* in real-time to provide customer support, sales, and other services
- ➔ **Distribution:** Provides control over routing and distribution of incoming customer requests. Intelligently assesses customer needs and delivers customer to most appropriate knowledge worker
- ➔ **Integration:** Integrates easily with communications and enterprise applications without imposing a technology footprint at each worker desktop or geographic location



First global multi-party collaborative call management solution

Representative Customers



Today's Demonstration



- ➔ **Use Case:** Multi-party collaborative customer service and support

- ➔ **Roles:**
 - Customer making inbound call
 - Knowledge worker receiving inbound call
 - Other knowledge workers with whom to collaborate

- ➔ **Demonstration Specifics:**
 - **Part 1:** Knowledge worker logs into WebEx Connect Client and makes himself available to receive customer calls
 - **Part 2:** Customer makes inbound call, interacts with the virtual receptionist, and is connected to knowledge worker
 - **Part 3:** Knowledge worker collaborates with other knowledge workers to satisfy customer request. Knowledge worker eventually transfers call to another knowledge worker