



Transera Communications Implements Virtual Contact Center Solution For Office Depot

New Service Enhances Overall Customer Experience, While Reducing Call Hold Times

Sunnyvale, CA —October 20, 2008— [Transera](#)TM Communications announced today that [Office Depot](#)[®] (NYSE:ODP), a leading global provider of office products and services, is using its cornerstone solution, [Seratel](#)[™], as its contact center platform. By using an on-demand virtual contact center solution, Office Depot is able to dramatically reduce hold times, automate routine requests, and give customer service agents a 360 degree view of callers, providing a more personalized customer experience.

Seratel enables Office Depot to focus on delivering innovative customer service around the globe rather than owning and managing expensive call center technology. By utilizing Transera's software-as-a-service approach, Office Depot has minimized infrastructure expenses while benefiting from improved customer service levels.

“With Transera's Seratel solution, we have improved the interaction experience of our customers while increasing operational efficiencies and internal productivity at the same time,” said Kevin Buckley, Director of Operations for Office Depot's North American Business Solutions Division. “The adoption of Transera's virtual contact center solution is one example of how Office Depot is helping customers take care of business by providing innovative solutions that deliver a world-class customer service experience.”

With Seratel, Office Depot can diversify and grow its contact center operations with minimal technology investment, software installation or ongoing maintenance costs. Seratel creates a virtual contact center that performs the necessary contact center functions, including sophisticated call routing, centralized reporting, recording, monitoring, queuing and interactive voice response. Agents only need an Internet connected PC and a phone to respond to customer calls. Supervisors manage and monitor operations in real-time from any web-browser.

“Transera's software-as-a-service model has increased Office Depot's business agility, minimized technology investments and improved their visibility and control over distributed contact center operations,” said [Prem Uppaluru](#), co-founder and CEO, Transera. “With Seratel, Office Depot can provide consistently high service levels across their agent network. Our breadth of capabilities and rock-solid reliability and scalability are delivering mission critical customer care solutions to blue chip companies like Office Depot.”

About Transera Communications

Headquartered in Sunnyvale, California, Transera Communications is the first company to offer an adaptive on-demand virtual call 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 408-338.0900.



About Office Depot

Every day, Office Depot is Taking Care of Business for millions of customers around the globe. For the local corner store as well as Fortune 500 companies, Office Depot provides products and services to its customers through 1,680 worldwide retail stores, a dedicated sales force, top-rated catalogs and a \$5.0 billion e-commerce operation. Office Depot has annual sales of approximately \$15.4 billion, and employs about 49,000 associates around the world. The Company provides more office products and services to more customers in more countries than any other company, and currently sells to customers directly or through affiliates in 44 countries.

Office Depot's common stock is listed on the New York Stock Exchange under the symbol ODP and is included in the S&P 500 Index. Additional press information can be found at:
<http://mediarelations.officedepot.com>.

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