



Transera Secures \$17 Million in New Round of Funding

SUNNYVALE, Calif. - March 12, 2009 - Transera Communications, a pioneer in on-demand virtual contact center software, today announced that it has raised \$17 million dollars in funding from Accel Partners, Apax Partners, Lighthouse Capital Partners, and Storm Ventures. The funds will be used to accelerate the company's rapid growth and fuel investments in customer acquisition, go-to-market partnerships, service infrastructure, and product development.

"We and the other investors in Transera are committed to supporting world class teams with breakthrough innovations," said Jim Swartz, General Partner, Accel Partners. "In today's macroeconomic climate, Transera's service provides compelling business and financial value for any enterprise or outsourcer seeking to manage distributed contact centers while lowering overall cost of operations. Transera has proven the value of its technology with its impressive roster of customers and we are confident the company will continue to lead the market's shift to on-demand solutions."

Transera offers Seratel[®], the industry's leading on-demand contact center solution enabling organizations to rapidly deploy a feature-rich contact center with agents located anywhere in the world, including in-house or at branch offices, homes or remote locations, with no upfront capital expenditure. The service delivers unparalleled visibility and control over distributed contact center operations while enabling end-to-end management of customer interactions at the lowest total cost of ownership. Moreover, Seratel[®] requires no changes to current contact center environments and fully leverages all existing investments in telephony, hardware, and complementary applications through its efficient and cost effective integration capabilities. Seratel[®] is currently being used by industry leading companies such as American Red Cross, AON Integramark, Logitech, McKesson, Office Depot, Simplexity, and TiVo.

"In these lean economic times, companies are actively looking for ways to reduce their capital and operating expenses," said Michael DeSalles, Strategic Analyst, Frost & Sullivan. "Software as a service based hosted contact centers can provide significant reductions in total cost of ownership to companies seeking to reduce expenses and improve contact center operations. Transera's on-demand contact center solution, proven enterprise-class service delivery, and strong investor support positions them well to take advantage of this market opportunity."

"With thousands of agents and millions of customer interactions per month active on our service, we have proven that Transera's software as a service solution for on-demand contact centers delivers considerable business value to enterprises and outsourcers," said Prem Uppaluru, co-founder and CEO. "As an organization, we are committed to continuing our



track record of technology innovation and marquee customer acquisition. This new funding will allow us to aggressively capitalize on rapidly increasing enterprise adoption of SaaS contact center solutions.”

About Transera Communications

Headquartered in Sunnyvale, California, Transera Communications is the first company to offer an enterprise-class on-demand virtual contact center solution, enabling real-time visibility and control over distributed contact 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 contact center with agents located anywhere in the world, including in-house, outsourced, remote or at home, with no upfront capital expenditure. For more information, go to www.transerainc.com or call 408-338.0900.

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