

## For Immediate Release

### Tadiran Telecom Announces Composit Contact Center 4.3

*New Version Offers Streamlined Operations, Advanced and Personalized Customer Service, and Dynamic Knowledge Distribution*

**Port Washington, N.Y. – March 5, 2007** – Tadiran Telecom<sup>®</sup>, a leading global IP business telephone and communications supplier, today announced the availability of Composit<sup>™</sup> Contact Center 4.3, a new version of the company's real-time, IP multimedia customer interaction management solution. With Composit 4.3, businesses can realize substantial performance improvements and cost savings in their contact centers through streamlined operations, personalized customer service and dynamic knowledge distribution. This new version of Composit also supports 250 simultaneous agents.

"We're excited to bring these new efficiencies, advanced capabilities and cost savings to our customers," said Lindsay Kintner, Tadiran's senior director of product marketing for Composit. "We listen closely to our customers and understand their need for a cost-effective, comprehensive, yet simplified solution. They want a solution that leverages existing technology investments with new and advanced contact center capabilities, and easily scales as their business grows. Composit does all that."

Kintner continued, "With Composit, operational efficiencies are achieved without compromising existing investments, customer satisfaction or agent satisfaction. Composit 4.3 adds capabilities for more advanced and personalized communications with customers, and the ability to dynamically share information across agents, ultimately leading to increased customer and agent satisfaction, and a more streamlined operation."

Tadiran's Composit Contact Center provides the enterprise with a new set of tools that simplify contact center operations, streamline business processes and offer significance improvement in agent productivity and customer satisfaction – resulting in a more rapid Return on Investment (ROI) and a more personalized customer experience. Key new features and capabilities in Composit Contact Center 4.3 include:

-- **Agent Proxy** - Allows customers to hang up after leaving a data item such as a voice message or customer ID, and effectively holds their place in the queue. The system prompts an automatic call-back when it is their turn. If the agent gets a ring, no answer or vmail, the agent can simply reschedule the call back for another time. This feature not only saves money on the per-minute charges of trunking expenses, it also reduces customer frustration and saves on the overall operating cost of the call center by smoothing out call traffic.

-- **Agent ReRoute** - Allows a returning customer the option to hold for the previous agent. Previous agents can be written into the customer's history, allowing Composit to prompt the caller, for example, "John Sanders was the last person you talked with. If you wish to hold for John, press 1 or press 2 to be transferred to the next available agent." Calls can also be diverted with Agent ReRoute, which can act as a gatekeeper to specific departments or functions and divert calls to the correct campaign, based on certain conditions of the incoming call.

-- **Call Logger Integration** - Allows businesses to integrate to third-party call logging systems. Composit 4.3 supports logging systems from NICE Systems, Comverse and

Wygant Scientific. These systems automatically record voice conversations and, in some cases, the agent's contact center screen. Composit sends information on the caller and additional IVR input to the call logging system, which allows supervisors to more easily parse the data.

-- **Redundancy, Resiliency and Scalability** – The Composit 4.3 distributed architecture (agents and IVR) inherently provides redundancy and resiliency characteristics that translate to high availability, an essential attribute in today's competitive environments. The system also scales to support 250 simultaneous agents, and 9,000 call completions per hour, allowing business enterprises the high-end traffic support they require.

"Intelligent voice systems, such as Composit, support business process efficiency in a manner that achieves a quantum improvement in the way business is conducted," this according to Susan Eustis, President WinterGreen Research, Lexington, Massachusetts. "The combination of IVR, Dialer, CTI, queue management, Intelligent Interaction Routing and multimedia management in a modular system provide a means to achieve significant competitive advantage for companies that adopt the system."

The Composit Contact Center is a comprehensive suite of real-time, IP multimedia customer interaction management solutions. Composit's scalable and modular system combines IVR, Dialer, CTI, queue management, Intelligent Interaction Routing and multimedia management – all on a single, unified platform – simplifying call center management and maximizing service capabilities. Composit's open architecture, built around industry standards, enables businesses to easily access legacy applications, CRMs, third-party reporting tools and databases, such as SQL, ODBC and IBM's AS/400 servers using DB/2 databases, allowing them to protect existing investments while capitalizing on the advances of new technologies. Composit can also integrate to other systems in the enterprise (including Web services) to ensure a more unified customer communication experience.

Composit's distributed architecture allows multiple Composit servers to tie together and work as one single system, so agents across different servers can connect and share data, and businesses can expand the number of agents and IVR ports, conduct automatic load balancing and disaster recovery. It also supports remote IP agents anywhere in the world through the VoIP (Voice over IP) capabilities of Tadiran's Coral family of IP PBXs or other CSTA and VoIP-compliant telephone systems. Composit's simple, drag-and-drop programming interface, Composit Flow, uses business rules to manage all contact center operations, and includes various out-of-the-box applications for record time-to-market deployment.

### **About Tadiran Telecom**

Tadiran Telecom® is an established innovator in telecommunications for more than 40 years. A leading, global IP business telephone and communications supplier, Tadiran serves businesses and organizations of all sizes with a comprehensive family of products, including IP PBXs, contact centers, IP telephones, and mobility and desktop applications. Tadiran distributes IP communications solutions to some of the world's largest companies and organizations across 41 countries through authorized Business Partners. For more information, visit [www.TadiranAmerica.com](http://www.TadiranAmerica.com).

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**Media & Analyst Contacts:**

Terry May / Tammy Snook  
HighTech Public Relations, Inc.  
terrymay@hightechpr.net / tammysnook@hightechpr.net  
321.632.1690 / 407.667.9355