



For immediate release: October 8, 2012

Colt launches Managed Contact Centre Services for resellers based on ECT Technology

Colt is utilizing ECT's ***effective***® *Network-Based Contact Centre* and ***INteIIECT***® *Next-Generation Intelligent Network* to offer Contact Centre Services across Europe for its resellers

Munich, October 8, 2012: ECT (European Computer Telecoms AG), vendor of complete solutions for value-added services in the voice and multimedia domain, today announced that Colt, European provider of integrated computing and network business services, has deployed a multi-country, managed contact centre service *for its resellers* based on ECT's ***INteIIECT***® *Next-Generation Intelligent Network* and ***effective***® *Network-Based Contact Centre*. The services are realized entirely in Colt's next-generation IP network.

ECT provided the complete solution including multi-country support in five languages and complete reseller support, enabling Colt to make the services available to resellers' business customers in Europe.

The state-of-the art call centre include features like network-based interactive voice response (Network-IVR), Number Translation Services (NTS), Automatic Call Distribution (ACD), PCI-compliant call recording, outbound campaigns and support voice, fax, and email.

The browser-based call center agent and manager workplaces allow agents anywhere in the world to access and process all communications from the browser of any computer, including caller history and associated data. Colt's resellers can easily provision customers and tailor the call centre services to their individual needs, e.g. by integrating the customer's own databases.



Customers can purchase the new offering preconfigured and for immediate use. Resellers can thus quickly realize highly innovative call centre services on a pay-per-use basis. This eliminates expensive premises equipment and lengthy integration and deployment projects.

Jim Ashton, Colt's Head of Intelligent Network Services, commented: "We are very excited to be moving forward with the ECT technologies for our reseller contact centre solutions. Embedding the ECT solutions into our contact centre management infrastructure enables us to meet the increasing demands of our channel for pan-European network-based contact centre services, enabling them to build, manage and deploy contact centre services for their end-customers.

Francine Kavesh, Managing Director of European Computer Telecoms Ltd added: "Within the last twelve months we've seen a dramatic rise in demand for network-based contact centre services in the UK. Colt will be able to offer these through their extensive network of channel partners. At ECT, we have seen a marked increase in demand for a white label, multi-tenant, multi-tier, enhanced inbound capability fuelled by years of market consolidation through acquisition. Colt is in a great position to win this large aggregator/reseller market. Additionally, they are able to compete in multiple geographies using a robust, secure, highly available platform. For us at ECT, the successful cooperation with Colt further strengthens our position in the UK as well as in the continental market."

About Colt

Colt is the information delivery platform for Europe, enabling its customers to deliver, share, process and store their vital business information securely. An established leader in delivering integrated computing and network services to major organisations, midsized businesses and wholesale customers, Colt operates a 22-country, 43,000km network that includes metropolitan area networks in 39 major European cities with direct fibre connections into 18,000 buildings and 20 Colt data centres (one in development).

In 2010, the Colt Data Centre Services business was launched to deliver innovative high quality modular data centres which are rapid to deploy and power efficient.

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In addition to its direct sales capability, Colt has four indirect channels to market; Agent, Franchise, Distributor and Wholesale which includes Carriers, Service Providers, VARs and Voice Resellers.

Colt is listed on the London Stock Exchange (COLT). Information about Colt and its services can be found at www.colt.net.

About **effective**® Network-Based Contact Center Solutions

ECT's **effective**® solutions provide technology to help network operators and service providers add value to their products for number translation services, interactive voice response, network-based contact centers and televoting

The **effective**® product line is based on modules that allow carriers to provide on-demand features tailored to the individual business needs of their clients. These include prequalified and segmented routing of calls, predictive dialing, interactive voice response, automatic call recording, statistical reporting, multimedia agent and manager workplaces, SMS and voice televoting, mass calling, etc.

ECT offers complete end-to-end solutions based on service node, intelligent network and IMS architecture as well as open interfaces for third-party integration. ECT also has wide experience in migrating contact center and televoting solutions from legacy systems to next-generation intelligent networks.

effective® solutions have been deployed by leading network operators and service providers worldwide, such as Belgacom, BT and Deutsche Telekom, and have a proven track record of providing tangible commercial benefits.

For more information, please visit <http://www.effective-contactcenters.com>