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Cloud-Based Contact Center Services to be offered Worldwide based on ECT Technology

ECT to implement **INteIIECT**[®] Next-Generation Intelligent Network with its **effEctive**[®] Network-Based Contact Center for Major European Provider of Combined IT and Telecommunications Network Services

Munich, March 23rd 2011: A major European network provider servicing organizations, midsize businesses and wholesale customers in numerous countries and major metropolitan areas worldwide has chosen ECT (European Computer Telecoms AG), vendor of complete solutions for value-added services in the voice and multimedia domain, to enable new cloud-based contact center products.

ECT's **effEctive**[®] Network-Based Contact Center will enable new B2B products with state-of-the-art features, such as automatic call distribution, skill-based routing, network-based interactive voice response with text-to-speech, speech recognition, call recording and intelligent queuing, outbound services, comprehensive web-based service creation and integration with any database in the IP cloud.

"We are very proud that this important provider of telecommunications and IT services has chosen our solution," explains Reinier Meuwissen, Vice President NTS, Inbound and Contact Center Solutions at ECT. "Their business customers will soon be able to implement sophisticated contact centers on demand with web-based agent and manager workplaces. More importantly, as the underlying technology is located in the network, this is a truly cloud-based solution allowing businesses to avoid costly enterprise call center equipment."



ECT is implementing the solution on a geographically redundant **INteIIECT**[®] Next-Generation Intelligent Network in the carrier's network which is primarily based on Sonus equipment. ECT is providing the complete, turnkey solution with all platform components, network integration, customization, training, migration of existing services from legacy platforms as well as marketing support.

About ECT (European Computer Telecoms):

As a leading provider of technology for voice and multimedia value-added services, ECT enables telecoms providers to maintain cost leadership while offering products that optimally fulfil market demands.

Based on its open **ECTXML**[®] programming language, an extension of the industry standards VoiceXML and CCXML, ECT provides complete solutions for Network-Based Contact Centers, Ring Back Tone Service, Virtual PBX / IP Centrex, Televoting, Multimedia Advertising, Interactive Multimedia Response, etc. The company is also specialized in migrating services from legacy platforms to next-generation solutions.

Major carriers and providers worldwide offer profitable telecoms products based on ECT technology, including AT&T, BT, Belgacom, Deutsche Telekom, DTMS, Etisalat, IN-telegence, mcel, MTN, Muzicall, OnePhone, Orange, Rogers, Saudi Telecom Company, Swisscom, TDC, Teliasonera, Telenor, Tele2, Versatel, Virgin Media, Vodafone and Zain.

Founded in 1998, ECT is an unlisted German public company with its headquarters in Munich, Germany and wholly owned sales and service subsidiaries in England, France, Germany, The Netherlands, and the USA.

<http://www.ect-telecoms.com>

<http://www.effective-contactcenters.com>

<http://www.ect-ringback.com>

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.

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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> or visit our corporate website <http://www.ect-telecoms.com>.

About **INtelLECT**[®] Next-Generation Intelligent Networks

The ECT **INtelLECT**[®] Next-Generation Intelligent Network enables value-added services in TDM, IMS and hybrid networks. The solution utilizes standard IT protocol e.g. SOAP/ XML, http, HTML or SMTP as well as standardized telecoms protocols e.g. INAP, ISUP, CAMEL, SIP, etc. and supports all vendor-proprietary variants. All ECT applications run on this platform, independent of the underlying network architecture (TDM, IMS, hybrid).

Application development is independent of network access and is based on the VoiceXML and CCXML standards with **ECTXML**[®] enhancements.

Authoring and modification of applications by third-party providers is provided by a web-based graphical service creation environment and an icon development kit which allows third-party providers to program additional modules using a comprehensive component library (Service Enablers and Building Blocks) and incorporate them in the web-based graphical service creation environment. Open service applications for Advanced Intelligent Networks (AIN) services (Access Screening, Carrier Routing, Number Portability etc) and for extremely complex intelligence services (Network-Based Contact Centers, Virtual PBX Service / IP-Centrex, etc.) are ready for use and can be cost effectively and quickly customized or enhanced.

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