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New Partnership for Worldwide Sales and Service of ECT's **effective**® Solutions

Ericsson AB, leading provider of technology and services for telecom operators, has expanded its Global Distribution and Service Agreement with ECT to include worldwide sales and service of **effective® solutions for televoting and network-based interactive voice response (IVR).**

Munich – ECT (European Computer Telecoms), leading provider for value-added services in the voice and multimedia domain, has extended the current Global Distribution and Service Agreement with Ericsson to include worldwide sales, integration and maintenance services for ECT's **effective**® solutions.

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. **effective**® solutions have been successfully deployed by leading network operators and service providers worldwide.

effective® Televoting is one of the most powerful services of its kind today and has been widely implemented by Deutsche Telekom for highly sophisticated campaigns using interactive voice and multimedia response at call volumes in excess of 2,000 CAPS (Call Attempts Per Second).

Ericsson has been successfully marketing ECT's services since 2006. The amended agreement not only extends ECT's reach to countries not represented through its own European sales and service subsidiaries, but also makes it easier for network operators and service providers to realize products based on **effective**® solutions as hosted services via Ericsson Managed Services.

European Computer Telecoms AG

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“Ericsson is a valuable partner and we are particularly looking forward to our first mutual project wins with **effective**® in the second quarter of this year,” states André von Appen, Executive Vice President Global Indirect Sales and Deputy CEO at ECT.

About European Computer Telecoms (ECT):

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, mcell, 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.

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