



For immediate Release

ECT Spotlights **effEctive**[®] Network-Based Contact Center at Stratégie Clients – Seca.

From March 16th to 18th, the Paris-Expo will be host to the Salon Stratégie Clients – Seca. As a major player in the European contact center market, ECT will demonstrate a comprehensive range of solutions based on their **effEctive**[®] Network-Based Contact Center.

Munich - ECT (European Computer Telecoms) is pleased to announce its participation at the Stratégie Clients in Porte de Versailles, Paris from March 16th to 18th 2010. Visitors have the opportunity to discuss their requirements with the experts of our contact center task force and learn more about our **effEctive**[®] Network-Based Contact Center.

ECT has the right technology and the wide experience to help network operators and service providers add real value to their contact center products. In addition to traditional number translation services, carriers can generate significant revenues by realizing contact center features in their network, e.g. for prequalified and segmented routing of calls, interactive voice response, automatic call recording, statistical reporting, multimedia agent and manager workplaces, etc. The **effEctive**[®] product line is based on modules which allow carriers to provide the features contact centers need and are willing to pay a premium for.

Entry to the fair is limited to trade visitors only and entry tickets are available free of charge via the fair website:

http://www.strategieclients.com/preinscription_69_90_p.html

To learn more about ECT's **effEctive**[®] Network-Based Contact Center solutions please visit our website:

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

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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 fulfill 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.

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.

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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>

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