



News release

AASTRA LAUNCHES IP-BASED SMART ROUTING TECHNOLOGY FOR VIRTUAL CONTACT CENTRES

Aastra Solidus eCare™ 6.0 aims to improve quality of service and agent productivity

Stockholm, 15 augusti 2008 – Aastra, Europe's leading provider of enterprise communications technology*, has launched Solidus eCare 6.0, an IP-enabled multimodal contact centre solution which addresses the main challenges facing virtual contact centres today – namely improving quality of service and agent productivity.

Solidus eCare 6.0 provides skills-based routing for all types of media – voice, fax, email, SMS, chat – meaning contact centres can respond to changing ways in which customers wish to interact with them. Solidus eCare 6.0 supports up to 10,000 agents, regardless of location, handles 400,000 calls per hour and comes with graphical reporting tools to empower managers to further enhance the efficiency of their contact centres. The system has multi-tenancy and clustering capabilities which are crucial in a distributed, virtual contact centre environment.

Version 6.0 provides agents with personal greetings and dispatch features for enhanced call-waiting management. It also includes basic IP recording, dial from SMS, a new interface towards business applications - for example SAP - for client integration, and multimedia options to better interface with customers. The system also comes with enhanced configuration, management and reporting functions.

Gustaf Carlsson, President for Aastra Telecom Sweden AB, said: "Contact centres, specifically those based on IP, are growing the world over. Customers rightly expect reduced waiting times and better service. To remain competitive contact centre managers need better routing, interaction and reporting technologies to deliver those high standards. By integrating technologies, helping to increase agent productivity and improving quality of service Solidus eCare 6.0 provides this competitive edge."

The Solidus eCare 6.0 system also offers sales opportunities for contact centre managers. Its advanced call blending enables agents to perform outbound call

campaigns, initiate calls to undefined customers and also utilise automatic callback for failed call attempts.

Gustaf Carlsson added that the all-in-one contact centre system means simplified management and improved access to performance data across applications and sites. Solidus eCare offers a single point of contact and management for any form of communication.

* Source: EMEA Unified Communications Call Control Market 2007, Canalys, Ericsson – Aastra figures combined.

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About Aastra Telecom Sweden AB

Aastra Telecom Sweden AB is a business unit of Aastra Technologies Limited, (“Aastra”), a global company at the forefront of the Enterprise Communication market. Headquartered in Concord, Ontario, Canada, Aastra develops and delivers innovative and integrated solutions that address the communication needs of businesses small and large around the world. Aastra enables Enterprises to communicate and collaborate more efficiently and effectively by offering customers a full range of open standard IP-based and traditional communications networking products, including terminals, systems, and applications. For additional information on Aastra, visit our website at <http://www.aastra.com>.

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