



OAISYS Receives 2011 CRM Excellence Award from *Customer Interaction Solutions* Magazine

Tracer Honored for Helping Clients Improve CRM

TEMPE, Ariz., July 6, 2011 — OAISYS, a leader in business call recording and contact center management announced today that [TMC](#), a global, integrated media company, has named [Tracer](#) as a recipient of a *Customer Interaction Solutions*® magazine 2011 CRM Excellence Award.

[Customer Interaction Solutions](#) has been the premier publication in the CRM, contact center and teleservices industries since 1982.

Compatible with leading IP business communication systems, including those from Avaya, Mitel, ShoreTel, Toshiba and others, the [Talkument](#) and Tracer call recording solutions help companies improve customer service, reduce costs, increase revenue and drive overall profitability.

“We’re both proud and honored to have earned this award,” said OAISYS President Brian Spencer. “Over the last year, we have added an extensive new set of functionalities and innovations based on market needs and feedback from our end users and channel partners. It’s rewarding to have that innovation recognized by such a leading publication.”

“The Twelfth Annual CRM Excellence Awards has recognized OAISYS for being a true CRM partner to its customers and clients,” said [Rich Tehrani](#), CEO, TMC. “OAISYS has demonstrated to the editors of *Customer Interaction Solutions* that Tracer improved the processes of their clients’ businesses by streamlining and facilitating the flow of information.”

Based on hard data, the CRM Excellence Awards rely on facts and numbers demonstrating the improvements that the winner’s product has made in a client’s business. Winners were chosen on the basis of their product or service’s ability to help extend and expand the customer relationship to become all encompassing, covering the entire enterprise and the entire lifetime of the customer.

As an example of the kind of benefits Tracer brings to business, OAISYS submitted a [case study](#) featuring long time user AAA East Tennessee.

The 2011 CRM Excellence Award winners can be found in the May and June 2011 issues of [Customer Interaction Solutions](#) magazine.

For more information, please visit www.tmcnet.com.

About Tracer:

Tracer is the industry's leading call recording solution for contact centers. Tracer also leverages OAISYS PVD technology paired with advanced contact center management features, including customizable employee performance evaluations, live and auto call monitoring, quality and resource utilization reporting and synchronized desktop video recording capabilities.

About OAISYS:

OAISYS® (www.oaisys.com) is a leading developer of call recording and contact center management solutions for a wide range of organizations, from small- to medium-sized businesses to multi-site large enterprises. The OAISYS voice documentation and interaction management solutions help companies within a variety of industries—including healthcare, automotive dealerships, financial services, and the public sector—attract and retain customers by digitally capturing phone-based interactions for simple retrieval, playback and management. Compatible with leading business communications system providers, including Avaya, Mitel, ShoreTel and Toshiba, OAISYS [Tracer](#) and [Talkument](#) applications help companies improve risk management, quality assurance, customer retention, dispute resolution, regulatory compliance requirements and other critical business concerns. OAISYS is headquartered in Tempe, Ariz. OAISYS Limited is located in Cambridge, England.

About Customer Interaction Solutions:

Since 1982, Customer Interaction Solutions (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. CIS magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Through a combination of outstanding and cutting-edge original editorial, industry voices, in-depth lab reviews and the recognition of the innovative leaders in management and technology through our highly valued awards, Customer Interaction Solutions strives to continue to be the publication that holds the quality bar high for the industry. Please visit www.cismag.com.

About TMC:

TMC is a global, integrated media company helping clients build communities in print, in person, and online. TMC publishes Customer Interaction Solutions, INTERNET TELEPHONY, Unified Communications, NGN and InfoTECH Spotlight magazines. TMCnet.com, which is read by two million unique visitors each month, is the leading source of news and articles for the communications and technology industries.

TMC is the producer of [ITEXPO](#), the world's largest and best-attended IP Communications event. ITEXPO West 2010 was ranked #3 on Trade Show Executive's Fastest 50 Award List. TMC expects to accelerate ITEXPO West's growth by bringing the show to Austin, one of the fast-growing technology hubs in the country. In addition, TMC runs multiple industry events: *4G Wireless Evolution; Smart Grid Summit; M2M Evolution; Cloud Communications Expo; SIP Tutorial; VIPeering; Business Video Expo; Regulatory 2.0 Workshop, DevCon5: The HTML5 Development Conference; CVx; Digium|Asterisk World; StartupCamp; MSPAlliance, MSPWorld and more!* Visit TMC Events for a complete listing and further information. For more information about TMC, visit www.tmcnet.com.

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