OAISYS Receives *Customer Interaction Solutions* Magazine's 2010 Product of the Year Award

Tracer Honored for Exceptional Innovation

TEMPE, Ariz., Jan. 18, 2011 — OAISYS®,a leader in business call recording and contact center management solutions, today announced that Tracer has received a 2010 Product of the Year Award from Technology Marketing Corporation's (TMC®) *Customer Interaction Solutions* magazine, the leading publication covering CRM, call centers and teleservices since 1982.

Compatible with leading IP business communications 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.

The company released three major upgrades to Tracer and its Talkument functionality in 2010.

"Going into 2010, we established an aggressive product roadmap for features and functionality in Tracer," said OAISYS President Brian Spencer. "Our R&D team performed extraordinarily well to make that vision a reality. Our product management and testing efforts, including field trials with channel partners and end users, made sure the features met or exceeded expectations. This was the first time we undertook a formal effort to include user-requested features into our major product releases, and it's paid exceptional dividends for us as a company and for our partners and end users. We're honored to see that focus and hard work recognized with this award."

April's release of Tracer and Talkument 6.1 added SIP (Session Initiation Protocol) recording, speech analytics integrations, on-demand licensing and multi-language support. Version 6.2, released to general availability in October, added two features of vital importance to the growing public safety market — incident reconstruction and portable incident replay — as well as an industry-leading advance in SIP Trunk recording. That enhancement — OAISYS Matching Logic — allows Talkument and Tracer to associate extension information and account codes to a SIP call once it is completed. The November release of 6.3 to early adopters expanded the solutions' scalability, enabled variable data lifecycle management, enhanced quality assurance reporting and evaluations, introduced Automatic Location Identification (ALI) integration and, for the first time, supported virtualized solution deployment.

"OAISYS earned a 2010 Product of the Year Award for its achievement in advancing contact center technologies. Already an outstanding solution for formal and informal contact centers of any size, Tracer has been dramatically improved by the addition of exceptionally innovative feature and capacity expansion in 2010 and has demonstrated excellence as well as provided ROI for the companies that use it," said Rich Tehrani, CEO, TMC. "*Customer Interaction Solutions* magazine has been honoring innovative companies for 13 years, and OAISYS has earned its place with this distinguished honor."

The 13th Annual Product of the Year Award winners are featured in the January 2011 issue of *Customer Interaction Solutions* magazine, www.cismag.com. For more information about the

Customer Interaction Solutions' 2010 Product of the Year Awards or any of the TMC media properties, please visit www.tmcnet.com.

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 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 for more information.

About TMC:
Technology Marketing Corporation (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. TMC is the producer of ITEXPO, the world's leading B2B communications event. 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. In addition, TMC runs multiple industry events: 4GWE; Smart Grid Summit; M2M Evolution; Cloud Communications Summit; Social CRM Expo; SIP Tutorial; VIPeering; Business Video Expo; CVx; Digium|Asterisk World; StartupCamp; MSPAlliance MSPWorld and more! Visit TMC Events for a complete listing and further information.

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