



Press Release

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Sytel Limited Appoints McGowan for Major North American Expansion

Mike McGowan Brings Over 20 Years of Call Center Sales Experience to Sytel.

Aylesbury, UK - Sytel Limited today announced that Mike McGowan has been appointed as Vice President Sales - North America. McGowan has been tapped to heighten Sytel's US profile as an established and trusted vendor of contact center components and solutions in some critical North American markets, including collections, market research, and telesales.

Michael McKinlay, Managing Director of Sytel, is delighted to be reunited with McGowan. "We worked with Mike some years ago on a previous Sytel partnership. He has a stellar record of sales in contact centers, selling literally thousands of seats, including to some of the biggest names in America."

"Today, Sytel offers probably the most open IP contact center platform in the world. As well as providing a full range of applications and services, our very open APIs allow third parties to easily integrate their own products as they wish, be they scripting, telephony or other components", said McKinlay.

"Historically we have been an engineering company, just evolving great product. Ours is the dialing engine within several major contact center products, and people may not realize that they have already been using Sytel product for many years. We are now launching this new initiative in North America, in order to make our best-of-breed products and solutions more visible to a wider audience."

About Sytel

Sytel Limited is the world's leading supplier of predictive dialling algorithms on an OEM basis to the contact center industry. Sytel Limited is also a leading contact center vendor in its own right. It delivers secure, resilient IP telephony and media infrastructure software for carriers, enterprises and hosted contact center providers, connecting and managing calls and media sessions, without boundary. Sytel solutions provide high-volume routing and media processing on a distributed host-based platform, and are driving inbound, outbound and blended telephony and other media types in over 40 countries. Sytel's toolsets deliver advanced capabilities to subscribers via the web, including scripting of call processing, real-time reporting and configurable dashboards.

For further information about Sytel, or to request a product demonstration, please contact Sytel:-

North America -

Mike McGowan

Tel: (877) 627 9835

Email: north.america@sytelco.com

All other territories -

Tel: +44 (0)1296 381200

Email: sales@sytelco.com

Media contact:

Jamie Stewart

Marketing Manager

Tel: +44 1296 381 200

Email: jamies@sytelco.com

Web: www.sytelco.com