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Sytel Dialer Enhances BroadSoft's Call Center Solution

Sytel's Predictive Dialer to Meet Growing Demand for Hosted Outbound Capabilities
by Enterprises of All Sizes

AYLESBURY, UK & NORTH LITTLE ROCK, AR
PHOENIX, AZ, BroadSoft Connections 2011
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Sytel Limited, a global supplier of IP customer contact software and solutions, today announced that its dialing and IVR components are available to BroadSoft's service provider customers as part of the BroadWorks® Call Center solution.

These new capabilities offer BroadSoft's service provider customers an outbound solution that matches the flexibility and scalability of their hosted inbound call center offering. BroadSoft® (NASDAQ: BSFT) is the leading global provider of software that enables mobile, fixed-line and cable service providers to deliver real-time communications over their IP networks. BroadWorks® delivers a broad range of unified communications services including video, voice, hosted call center, conferencing, messaging and mobility, for businesses and consumers worldwide.

With the addition of Sytel's dialing and IVR components, the BroadWorks® Call Center solution now supports all call center environments, whether inbound or outbound. The solution includes a blended agent connector that allows a BroadWorks® based agent to handle both inbound automatic call distribution (ACD) calls on BroadWorks® and outbound calls made by the Sytel dialer. This will enable agents to handle both inbound and outbound calls, but revert to inbound calls to meet defined service levels.

"We are excited about the new market opportunity that Sytel's world-leading predictive dialer delivers to our service providers," said David Bukovsky, Vice President Products, BroadSoft. "Sytel has been delivering hosted dialer solutions since 2002 and we welcome their leadership in our interoperability program."

The Sytel solution includes support for predictive, preview and progressive dialing, inbound and outbound IVR, scalability to 10,000+ channels, secure multi-tenancy throughout, support for both distributed and home workers, remote management capability, efficient and powerful script generation and fast agent screen pop with the Campaign Manager data lookup.

"Sytel's predictive dialer is at the core of many well-known call center products," said Michael McKinlay, CEO of Sytel. "We are respected as an authority on responsible predictive dialing and have led the world on performance under compliant dialing conditions. We take pride in our partnership with BroadSoft to provide dialing and IVR components through BroadWorks® to service providers."

Sytel will showcase call and media blending between the Sytel dialer and BroadWorks® ACD at Booth #9, **Broadsoft Connections 2011: Crush It!** at the JW Marriott Desert Ridge Resort in Phoenix, Arizona, October 16-19. For more information, visit: http://www.broadsoftconnections.com

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About Sytel

Sytel Limited delivers secure, resilient IP telephony and media infrastructure software for carriers, enterprises and hosted contact centre 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 50 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 on Sytel:

Tel: (877) 627-9835
Email: north.america@sytelco.com
Web: www.sytelco.com

Sytel media contact:

Jamie Stewart
Marketing Manager
Tel: (44) 1296 381 200
Email: jamies@sytelco.com
Web: www.sytelco.com