



Press Release

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## **Sytel in the Cloud Breaks 50% Revenue Threshold**

*Sytel Limited reports that revenue from its hosted call center solutions in the cloud now represents more than 50% of total revenues.*

AYLESBURY, UK, and LITTLE ROCK, AR, US:

Sytel Limited, a global supplier of IP customer contact software and solutions, reports in its year-end results for year ending March 2011 that, for the first time, revenue from its hosted call center and cloud software-as-a-service (SaaS) installations exceeds that of premise-based installations.

Sytel CEO Michael McKinlay commented "Sytel are leading the way in the UK and in other countries for call center SaaS and hosted cloud computing. The economic climate has driven end-users to minimise capital expenditure as much as possible to protect their bottom line. SaaS cloud software provides them with better functionality than they previously had with purchased onsite systems, with no upfront risk. And providers and users of Sytel cloud technology, enterprises and outsourcers alike, benefit from our flexible pay-as-you-go options, including monthly rental and peak agent usage. The case for software services in the cloud could not be stronger!

McKinlay added "Our continuous investment in development has put us at the forefront of the current trend toward hosted services in the cloud. Sytel are known for being a leading-edge technology development house, and for the past 8 years, our core development has been in engineering the reliability, scalability and security our hosted end-users demand.

As a result of this trend, we are expecting our call center software services in the cloud to reach 75% of our total business within 2 years. A significant proportion of this will be in the US through cloud technology partners such as inContact."

Sytel currently delivers SaaS cloud services to users around the world, including the UK, North America, North Africa, India and Brazil.

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## About Sytel

Sytel Limited delivers call center software components and full-service solutions, connecting and managing calls and media sessions, without boundary. Sytel has particular expertise in predictive dialing, leading the world on performance under compliant dialing conditions and has advised the regulators worldwide on issues of responsible dialing. Sytel solutions are driving inbound, outbound and blended IP telephony and other media types in over 50 countries, servicing a broad range of industry sectors including finance, collections, telesales and market research.

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