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## **OnState Communications Launches with New-generation Call Center Solutions** *Former GeoTel Execs Continue to Pioneer Advanced Communications Technologies*

**Lincoln, Mass. — February 20, 2007**— OnState Communications, innovating new-generation call center solutions, launched today with the announcement of OnState ACD for Skype™ 3.0, the flagship solution within the OnState Intelligent CallCenter Suite. The company is founded and led by Wayne Andrews, chief executive officer, Pat Kelly, chief operating officer, and Dr. Jerry Gechter, vice president of product development. Communications industry veterans, this team successfully pioneered network-centric call center technologies at GeoTel Communications, and were instrumental in GeoTel’s \$2 billion acquisition by Cisco Systems.

“We know the call center business and through the years we’ve seen how business users’ needs are not being met due to increasing technical complexities and costs,” said Wayne Andrews. “Complexity and costs have resulted in limited call-and-response options, slow reaction times, reduced margins and lots of off-shoring. We know there’s a better way, we have a vision for it and OnState is realizing that vision,” continued Andrews who noted, “The intersection of advanced Internet capabilities, voice and networking technologies combined with partner-enabling technologies such as Skype allow us to redefine the traditional call center business model at every level from pricing to service and support.”

In a separate announcement, OnState unveiled its 100% Web-based, Skype-certified OnState ACD (Automated Call Distribution) for Skype 3.0. A Skype Business Extra, OnState ACD for Skype provides a complete rules-based, intelligent call center and customer contact management solution. “OnState ACD for Skype is built for business and ready to run out-of-the-box,” noted Gechter. “We really are taking the center out of call centers by giving business users easy-to-use, enterprise-level customer contact management tools that eliminate complexity, reduce costs upwards to 85%, and improve customer satisfaction.”

“At GeoTel and Cisco Systems we brought to market network-centric solutions that connected every customer to the best available customer representative – regardless of their location,” said Kelly. “At OnState were advancing those capabilities through Skype, which enables us to deliver that functionality in a variety of easy-

to-manage forms such as real-time voice, video, and chat. With enterprise-class features at industry redefining pricing, we are working to become the number one provider of distributed, internet-based call center solutions. We're not about voice over the Internet – we're offering voice as an internet application.”

### **OnState Management – Call Center Guys**

**Wayne Andrews**, cofounder and CEO of OnState, is a recipient of *Call Center Magazine's* Pioneer and Most Influential People awards. He holds over ten hardware and software telecommunications patents. Prior to OnState, Andrews was founder, CTO, and director of GeoTel Communications. Under his leadership, GeoTel became one of the most successful companies in the call center market, was publicly traded on NASDAQ, and in 1999 was acquired by Cisco Systems. During his tenure at Cisco, Andrews helped to spearhead Cisco's entry into the call center market.

**Pat Kelly**, a cofounder and COO at OnState, holds a variety of patents in areas such as Intelligent Call Routing and Performance Management. Prior to OnState, Kelly was an executive and member of the Board at Performix Technologies, a provider of Employee Performance Management applications. A former executive with GeoTel Communications and Cisco Systems, he was instrumental in success of these companies in the enterprise and service provider markets. At OnState, Kelly leads the drive for new-generation call centers that redefine cost structures for improved profit margins and high-value customer management.

**Dr. Jerry Gechter**, a cofounder and vice president of product management at OnState, is responsible for the development of product requirements and managing realization through engineering and business development. Prior to OnState, Gechter directed product management and worldwide deployment of the network carrier version of GeoTel's contact center product line. Earlier, he was a cofounder of Unifi Communications, a developer of one of the first network-based ACDs. A recognized industry thought leader on skills-based routing and presence-enabled communication, Gechter has a PhD in mathematics and holds eight US patents.

### **About OnState Communications**

OnState was created to give SMEs and large enterprises a simple, low-cost, and scalable call center and customer contact management solution. The company was founded by call center pioneers who launched GeoTel Communications (acquired by Cisco Systems), and have been at the forefront of technologies spanning Automatic Call Distributors (ACD), Intelligent Call Routing, Network Call Routing, Computer Telephony Integration (CTI), Voice Response Units (VRU), and Agent Performance Management. OnState ACD for Skype, the company's flagship product, integrates advanced call center tools into a single, partner-enabled and Web-embedded application, which delivers new-generation call centers that are cost-effective and value-driven for all business users. Visit [www.on-state.com](http://www.on-state.com).

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