

## *Press Release*

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### **New IP Contact Centre Launched for the UK Market**

15<sup>th</sup> December 2009 – Iridiacom, the Hertfordshire based distributor of telecom equipment, and Easyrun Inc, telecom vendor with headquarters in Monroe, Connecticut, USA, have entered into partnership to bring the EPICAcce family of IP Contact Centre Products to the U.K. market.

This partnership enhances Iridiacom's product portfolio through the addition of the EasyRun EPICAcce IP Contact Centre (essentially a Unified Communications Product) that will give users a robust multimedia Contact Centre that can be used with any PBX, legacy or VoIP. The EPICAcce modular architecture allows users to change the functionality and structure of their contact centre easily and smoothly, and its scalability enables an organisation to grow without the need for massive reinvestment because the EPICAcce product family supports both legacy and IP based PBX's customers can use the same application across either or both telephony platforms.

Alan Doyle, MD Iridiacom commented, "We are very pleased to launch the EPICAcce IP Contact Centre through our network of resellers. Not only is the product a full blown IP Contact Centre but the ability to connect to any PBX however old is very attractive as it gives us the ability to sell to 100% of the PBX market. The Product covers all areas of the Contact Centre offering media handling including email and instant messenger plus a host of other features such as an inbuilt IVR and integration into CRM systems. Customers can purchase a state of the art Unified Contact Centre whilst still retaining the investment in their current PBX"

David Young VP of Channels for EasyRun stated, "This is an ideal time for us to appoint a new Distributor for the UK market. We sell our products exclusively through our worldwide certified reseller partners. We have had success with that business model and are looking forward to expanding our presence in the U.K. Iridiacom is recognised for its excellent customer support and technical expertise and we are very happy to sign them as a distribution partner. We have seen them increase sales of other products so we are confident that their success will be our success."

## About Iridiacom Ltd

Iridiacom are a Hertfordshire based distributor of Voice over IP and business telecoms products. They are distributors in the UK for the Telrad Connegy, Teles and Topex ranges of Voice over IP, GSM and Business Telecoms Products and the T3 range of voice processing systems.

They are structured to sell via their approved nationwide network of dealers and maintainers and provide full sales and technical support via phone, email, Instant Messenger or on-site.

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## About EasyRun, Inc.

EasyRun has been designing and selling best of breed multimedia contact centre solutions since 2001. The Company's products (designed to meet the specific needs of the SMB market) are feature rich, competitively priced, and deliver immediate organisational benefits in TCO and ROI. **EPICAcce is the industry's only PBX agnostic, enterprise grade multimedia contact center solution.** It is packaged in a single 2U appliance and can be integrated into virtually any legacy or VoIP PBX network. EasyRun has over two thousand customers worldwide including the U.S. Coast Guard, Roland Corporation, Pizza Hut and Coca Cola. EasyRun solutions are available in both entry and advanced versions and upgrades are seamless and painless. The Company sells its products exclusively through select reseller partners worldwide.

EasyRun products empower organisations to continuously tune their internal and client side processes in order to adjust to changing business needs. The Company's products support CRM, Work Force Management and Call Recording systems integration, transparent information retrieval from a business application or external database as well as e-mail messaging and Web chat capabilities. EPICAcce's modular architecture allows users to change the functionality and structure of their contact centre easily and smoothly, and its scalability enables an organisation to grow without the need for massive re-investments. The EPIC product family supports both legacy PBX's and IP based PBX's allowing customers to use the same application across either or both telephony platforms.

Key specifications offered in EasyRun products include:

- State-of-the-art mechanisms that allow routing via skills, ANI, area, statistical information or via any criteria from an external DB or application
- Easy integration with multi-vendor platforms through an open architecture
- User friendly administrative tools that provide the ability to easily customise the system
- Multi-site, call centre support, with full contact centre redundancy

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