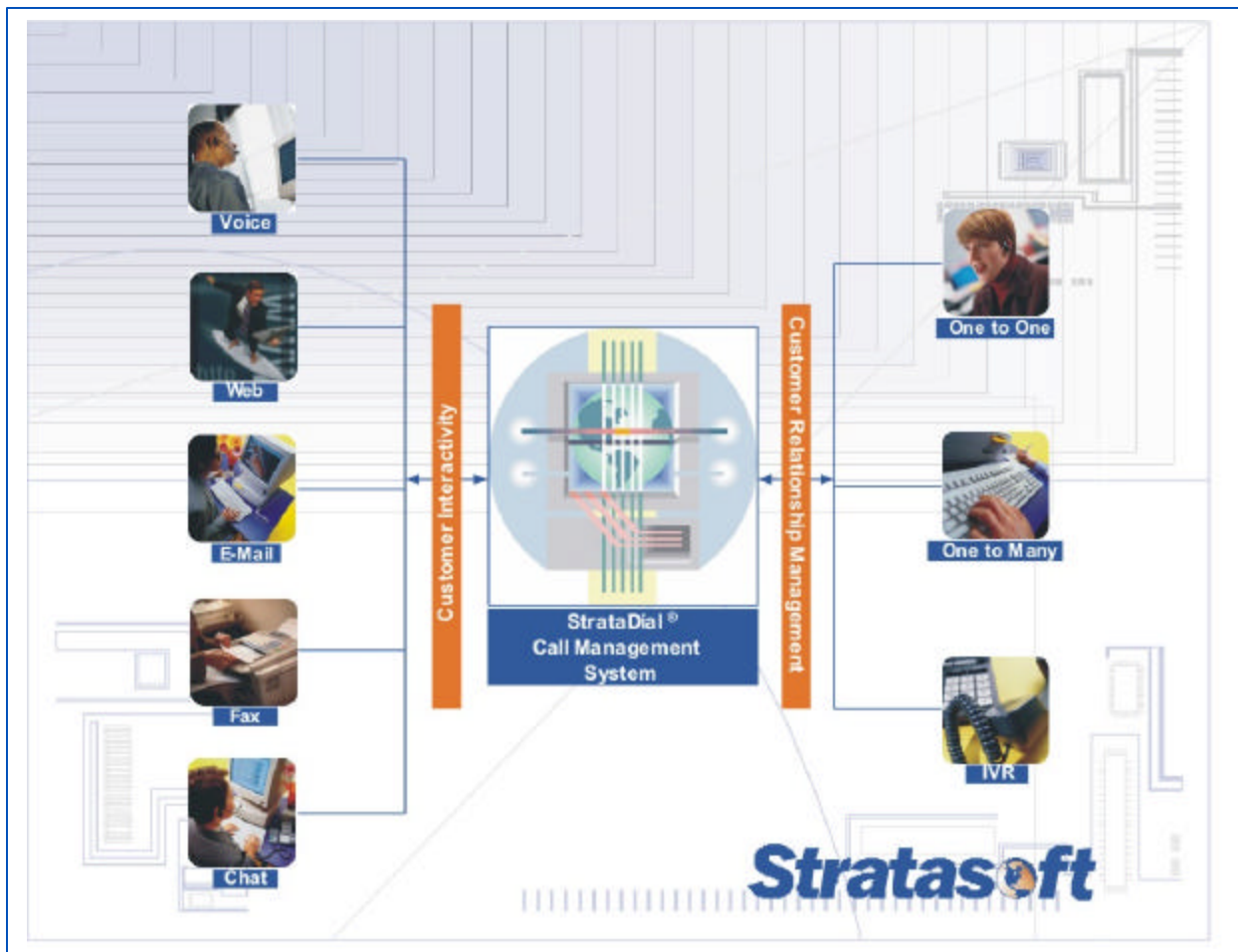


Section 1: Executive Summary

The award-winning **StrataDial[®]** Call Management System offers a cost-effective, and user-friendly solution for contact centers. Its unique, individualized flexibility can be used for numerous applications, from outbound/inbound business-to-business or residential telemarketing to customer service and follow-up. Its ability to recognize busy tones, ring-no answers, answering machines and disconnected telephone numbers while simultaneously dialing additional numbers can significantly increase a telephone sales agent's productivity by up to 300%. **StrataDial's** true open architecture design allows easy integration with existing in-house systems and software applications, minimizing your acquisition expenses and maximizing your investments.

The evolution of a Multi-Point Contact Center is at the forefront of Stratasoft ingenuity. Customers employing the Stratasoft product suite are not only leveraging the power of predictive dialing, a feature-rich inbound system (ACD), web-based text chatting, e-mail management and routing, fax on demand and interactive voice response but are also realizing the true flexibility and "best of breed" products that Stratasoft offers.



Company Overview

Since 1995, Stratasoft has pioneered computer telephony software solutions for the contact center industry. Our product line consists of **StrataDial[®]**, an award-winning Contact Center Management System, and **StrataVoice[®]**, an Unattended Message Notification System and Interactive Voice Response Unit. Stratasoft, a wholly owned subsidiary of The Resource Group International Limited (TRG), is an acknowledged technology leader in innovative software product development.

Strategy for Success

All Stratasoft products incorporate functionality that is 100% customer-driven, and are designed to maximize productivity in any contact center application. Each new feature and enhancement is the result of incorporating our clients' needs into these products. An investment in a Stratasoft Contact Management System is a protected investment in the future.

StrataDial.VC2 – Virtual Contact Center

Pre-loaded on the Intel[®] Global Call[™] Platform, StrataDial.VC2 - Virtual Contact Center is a set of essential telephony applications, including outbound predictive dialing, inbound automatic call distributor, voice mail and an auto attendant on an open standards-based, application-ready platform. With this version, the StrataDial.VC2 - Virtual Contact Center Suite delivers a more global and robust contact center functionality for small- to medium-sized businesses seeking an affordable and flexible communications solution.

The StrataDial.VC2 Suite enables a contact center to interact with other standards-based applications and to evolve and elevate its performance easily and more cost-effectively. The StrataDial.VC2 Suite is providing customers with the best of both worlds -- an advanced feature set they can use today, and the satisfaction of knowing they are investing in a standards-based open systems platform of tomorrow.

Section 2: StrataDial[®] Features and Benefits

True Open Architecture – Built on industry standards, users can leverage their existing investments in computers, corporate networking and telecommunication technologies by easily integrating with existing in-house systems and software applications. **StrataDial** is client-server based, allowing real-time interactive communications between the server and the clients. As a result, all dialing parameters, system wide or campaign specific, and all client features (inbound, outbound, voice record, agent breaks, etc.) can be modified while the system is running (“on the fly”).

VC2 Launcher – Access to the entire **StrataDial[®].VC2** product suite is available through the easy to use Launcher. Access to each application is controlled by the system administrator, thus securing a controlled environment.



Unattended Message Blasting – This feature allows you to contact your customers and prospects in an automated mode. The **StrataDial** system can also detect answering machines, thereby allowing you to leave a pre-recorded message specific for answering machines. Additionally, the unattended messaging system can be run in conjunction with live operators.

Call Blending – The **StrataDial** system supports multi-application inbound/outbound calls. Agent screens and databases will change as inbound calls are received and outbound calls will simultaneously slow to accommodate the blending. The campaign speed will adjust as the call flow types change.

Application Level Security – Through the use of logins and passwords, you can control who has access to what applications. This is critical in a large contact center environment where many supervisor duties are divided up among several people.

Database Independence – Customers may leverage their own databases (SQL, Oracle, etc...) for all the client driven tables connected to the system. Relationships may be setup to allow for append updates, and/or read only. In the absence of any customer in-house databases, one is provided to you with the StrataDial.VC2 system.

Agent Color Scheme Escalation – This allows for administrators to instantly gauge each agent’s performance. Color escalation displays timed events that have exceeded a certain threshold.

Goal Oriented Pacing – By setting your own drop ratio goal, you are assured that the dialer is maximizing its productivity, while managing its nuance calls.

Enhanced Real-Time Statistics – The **StrataDial** system’s active color monitor displays agent and campaign statistics. It will also provide a status as to what stage the call is in at all times. Over 30 statistics are reported to the supervisor in real-time. The views may be customized by each supervisor.

The screenshot shows a software window titled "Agent Statistics". At the top, there is a dropdown menu for "Campaign" set to "All Campaigns". Below this, there are two tables. The first table shows campaign-level statistics with columns: Description, Total, Per Hour, and %Conne... (likely %Connected). The second table shows agent-level statistics with columns: Agent, Agent Name, Log Time, Sales, Connects, Pitches, TalkTime, Avg. Talk..., and WaitTir... (likely WaitTime).

| Description | Total | Per Hour | %Conne... |
|-------------|-------|----------|-----------|
| connects | 80 | 4 | 100.00 |
| pitches | 35 | 2 | 43.75 |
| sales | 4 | 0 | 5.00 |

| Description | Total | Avg/Call | %Login |
|---------------|----------|----------|--------|
| availabletime | 22:18:13 | 1004 | 100.00 |
| breaktime | 00:00:00 | 0 | 0.00 |
| logintime | 22:18:13 | 1004 | 100.00 |
| talktime | 00:01:22 | 1 | 0.10 |
| waittime | 00:03:21 | 3 | 0.25 |

| Agent | Agent Name | Log Time | Sales | Connects | Pitches | TalkTime | Avg. Talk... | WaitTir... |
|-------|------------|----------|-------|----------|---------|----------|--------------|------------|
| A01 | AGENT 01 | 02:46:40 | 0 | 42 | 10 | 00:00:30 | 00:00:01 | 00:01:00 |
| D01 | DMR 01 | 02:46:40 | 4 | 22 | 18 | 00:00:36 | 00:00:02 | 00:01:00 |
| D02 | DMR 02 | 02:47:20 | 0 | 16 | 7 | 00:00:16 | 00:00:01 | 00:00:00 |

Application Programmer’s Interface (API) – **StrataDial** also includes an API, which allows any third party developer or third party application to easily and seamlessly connect to the dialer. The messaging between applications is done via TCP/IP. Examples of these are in-house customer service applications, and mortgage banking systems, to name a few.

Developer OCX/COM Toolkit - This kit allows internal personnel to fully integrate Windows-based applications with the **StrataDial** system without writing enormous amounts of code. This power feature allows most applications to be fully integrated in a matter of days.

Third Party Conference Calling – Every agent station can be enabled to connect three-way calls for teleconferencing. This is especially beneficial when third-party verification is vital to daily business operations.

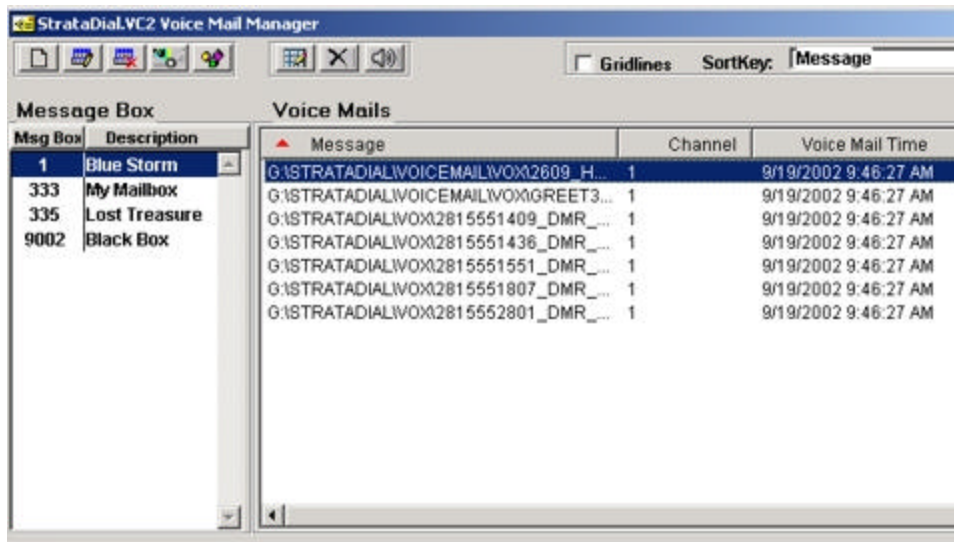
Graphical Agent Display – This feature allows the contact center supervisor to view agent or campaign statistics in a number of different graphical applications.

Export Utility Wizard – Allows for all data captured by the agent to be exported to an external table to be utilized by 3rd party software.

Automatic Lead Sheet Printing – With this feature, all leads generated by telemarketers can be instantly printed out in a form letter and sent to a prospect, which makes follow up complete and automated.

HTML Branch Scripting – When surveying customers on the level of service that they received, this scripting allows a survey to logically branch to the appropriate page depending on the answer given by the customer. If they are satisfied, there is no reason to ask the customer why they were dissatisfied with the level of service they received.

Agent Voice Mail (Add on) – Not only are agents assigned extensions, but they can have personalized voice mail boxes. An easy to use Voice Mail Manager allows agents to retrieve and archive their messages. Voice Mail messages are played back in the same headset used to make calls on the system.



Automatic Script Triggering - This feature ensures that the agent captures all necessary information by “reminding” him or her when a field has been left blank. Based on responses made by the caller, the screen guides the agent to the next appropriate question or response. This powerful branch/logic scripting tool allows the contact center managers to create consistent and controlled presentations by the agents.

Credit Card Processing Interface – This is important when collecting payment from a customer for monthly service fees or delinquencies.

Customer Lookup Tools – Let our system recall customer information via Automatic Number Identification (ANI) to quickly give the agent all account information before even answering the call. Or, just input the account or phone number and account information will be retrieved instantaneously.

User Defined Termination Codes - The user can define his or her own call termination codes (call disposition codes). This capability further allows the user to customize each individual campaign. This includes sales-type disposition codes, call back codes and codes that take

specific action such as print or fax on the fly. Additionally, by having this capability, a contact center can export the results for further analysis.

Multi-Language Support – A translation table is provided for the user to create an agent interface that translates the content of the Agent Screen. Once setup, agents can view their campaign screens, scripts and call control buttons in their native language. It supports any language provided by Microsoft Windows, including DBCS (Double Byte Character Sets).

Outbound Predictive Dialing – Through its partnership with Intel® Dialogic, Stratasoft, Inc. has the best of both worlds... the performance of the industry's leading voice detection technology and the most sophisticated pacing algorithm available. To initiate outbound calls, the system monitors several real-time events, including dialing time, average talk time and wrap-up time, and simultaneously predicts when to make a call and how many calls to make. By delivering only "live" calls to agents, efficiency and productivity are maximized. Predictive dialing reports are included in the system.

Preview Dialing: Campaigns may be designated as Preview Dialing campaigns. If so, agents will be presented with a screen pop before they initiate the call, or when the system times out and places the call for the agents. This is an invaluable tool for effective business-to-business calling.

Agent Password Logins – Each agent has his or her own password assuring that all agent results are those of the actual agent - - not someone with superior performance ratings. The system allows the agents to log themselves on to any station and any campaign, right from the workstation. The agent can change campaigns, while remaining at his or her desk. This eliminates the need for the supervisor to go to the dialer and change the campaigns.



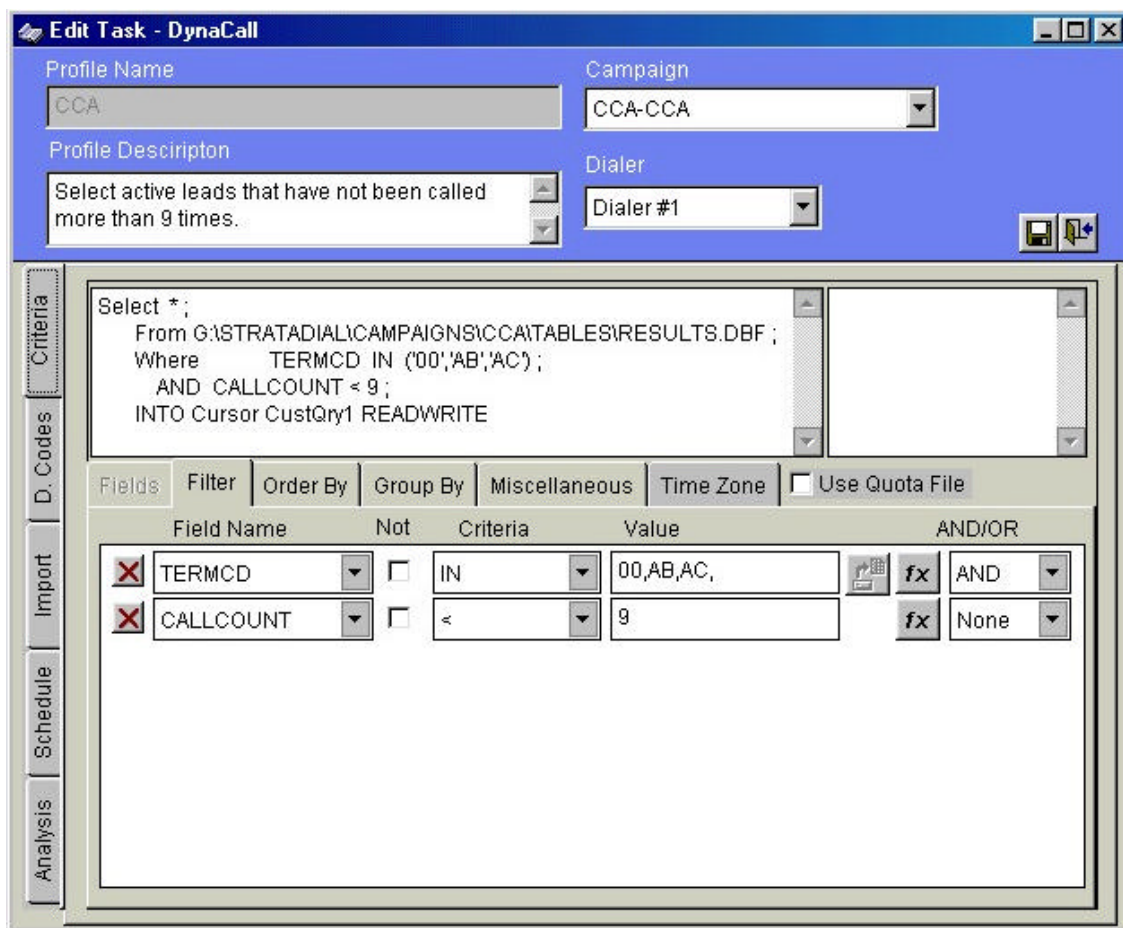
Inbound ACD Call Management – ACD is a PBX feature, which processes inbound calls and evenly distributes them to agents. Using the Dialed Number Identification Service (DNIS), which is a telephone network service, our system can offer 'screen pops' and 'intelligent call routing'. ACD reporting is included with the system.

Global Hardware Supported – While leveraging Intel's Global Call™, Stratasoft has enabled its call management product suite to use T-1s, Analog lines (both US and European signaling), ISDN E-1 as well as PRI T-1s.

Call Transfer (Agent, PBX, Outside Number) – Have your agents transfer calls within the office through the switch or via an outside number to a different off-site location. An agent can transfer a call to another agent or supervisor for information verification, product sale or service assistance -- in the same office or across the country. Your callers get the benefit of an

immediate response and the agent is instantly available to take another call the moment the call is released.

Dynamic List Management – Populate lists based on delinquencies, region, campaign or sales. You decide and allow **StrataDial** to populate the list based on the given criteria. The **StrataDial** List Management System is a comprehensive Contact Management Database System, including campaign management and ACD system management tools. Features include a **self-maintained** Do-Not-Call file, a universal list import function, **user-defined** call disposition codes, product and services tracking and several call list analysis tools. Powerful reporting capabilities include productivity reports, telemarketing sales journals and sales analysis reports, and third party reporting packages. These features are completely menu-driven and eliminate the need for on-site programmers to manipulate data.



Agent Specific Callbacks – Your agents can schedule client callbacks to either themselves or to any agent in the group at a set date and time. This feature maintains individual account portfolios, providing increased personalized customer service.

Least Cost Call Routing – Our system adjusts to recognize the termination point of a call. It can automatically send the call to the least expensive carrier if there are separate carriers utilized based on inter- versus intra-LATA or province dialing.

Skills-Based Routing – Incoming calls can be triggered at different levels and sent to the appropriate agent. For example, a 90-day late pay customer may require the skills of a more experienced collections agent than a 30-day delinquency.

100% Digital Voice Recording – StrataDial allows for 100% digital voice recording. All stations can record simultaneously. This maintains accurate records when performing credit card or check-by-phone transactions. It is also an excellent tool for training and agent evaluation. The system can digitally-record client/customer conversations for security and verification purposes simply by pressing the “Start” and “Stop” keys at the agent’s terminal. Recordings can also be set to start and stop automatically. All voice recordings are stored digitally and can be easily retrieved by phone/log number.

DVR/ FTP Automated Upload – The VOX Manager allows a supervisor to automate the selection of specific recordings based on campaign and termination code, for upload to an FTP site located anywhere on the internet.

Restricted Manual Calling for Agents – Agents can have their manual calling abilities turned on or off (on an individual basis) to restrict outbound calling not related to business issues.

Silent Monitoring – Conversations can be monitored both **locally** and **remotely** with the ability to break into the conversations if necessary. This feature not only ensures quality control, but can also be a powerful tool when training the fundamentals to new agents.

Multi-Site Deployment – If you have multiple contact centers located around the country (or around the world), you can host the Telephony Server in one central location while having your File Servers, which contain all your data, and contact center agents in remote locations. This is very beneficial when you want to have the Telephony Server located in an area where your telecom costs are low. Examples of this are Telephony Servers in the U.S. and the contact center in Mumbai, India.

Screen Designer Application – Point and click your way to intricate and professional looking agent screens in minutes. The supervisor can design and change screens and scripts “on-the-fly”, working on the regular and the confirmation screens. The supervisor can have as much or as little information on the screen as desired, from drop-down boxes to pick lists.

Easy Recording Playback – With the provided *Cool Edit™* software, playing back customer recordings is as simple as pulling up their account.

Unlimited Campaigns - The **StrataDial** system allows for an unlimited number of outbound campaigns to be setup on the system. The system will execute a campaign once an agent logs into it or a supervisor assigns an active agent to it.

On-Screen and On-Line Help Manual – Get instant help on screen or now via StrataNet (www.stratasoft.com/stratanet) to assist in functionality questions from importing lists to designing screens.

Blended Inbound Functionality

Call Blending Environment: Agents can simultaneously handle outbound calls as well as inbound calls. The **StrataDial** system will always favor inbound calls.

Unlimited ACD Groups: You may create and maintain an unlimited number of Automatic Call Distributor (ACD) groups. As well, agents may be members of an unlimited number of ACD group simultaneously.

Agent Specific Extensions: Agents can have specific extensions which allow callers the ability to immediately route a call to a specific agent. Extensions may be accessed at anytime during an auto attendant queue.

DNIS and ANI Support: When available and supplied by the telephone carrier, DNIS (Dialed Number Identification Service) is typically the 800 number dialed by the customer calling into the contact center. The ANI (Automatic Number Identification) is similar to the caller ID of the inbound caller. When a call is received, the **StrataDial** system will automatically identify the DNIS and route the call to the correct campaign and agents. Then based on the ANI, it will locate and screen pop the caller's information on the screen. Furthermore, an ACD group may have multiple DNIS numbers assigned to it.

The screenshot shows a software window titled "Acdgroup Table" with a menu bar and a toolbar. Below the toolbar are five tabs: "ACD Group", "Auto Attendant", "Agent List", "Transfer Setup", and "NightMode". The "ACD Group" tab is active. The form contains the following fields and controls:

- ACD Group ID: Text box containing "HLP"
- ACD Group Description: Text box containing "Help Desk ACD"
- Direct Dial Extension: Text box containing "2650"
- Voice Mail Box: Text box containing "335" and a "Select" button
- Call Routing Type: Radio buttons for "Auto attendant" (selected) and "Agent List"
- DNIS: A large empty list box with "Add" and "Remove" buttons below it

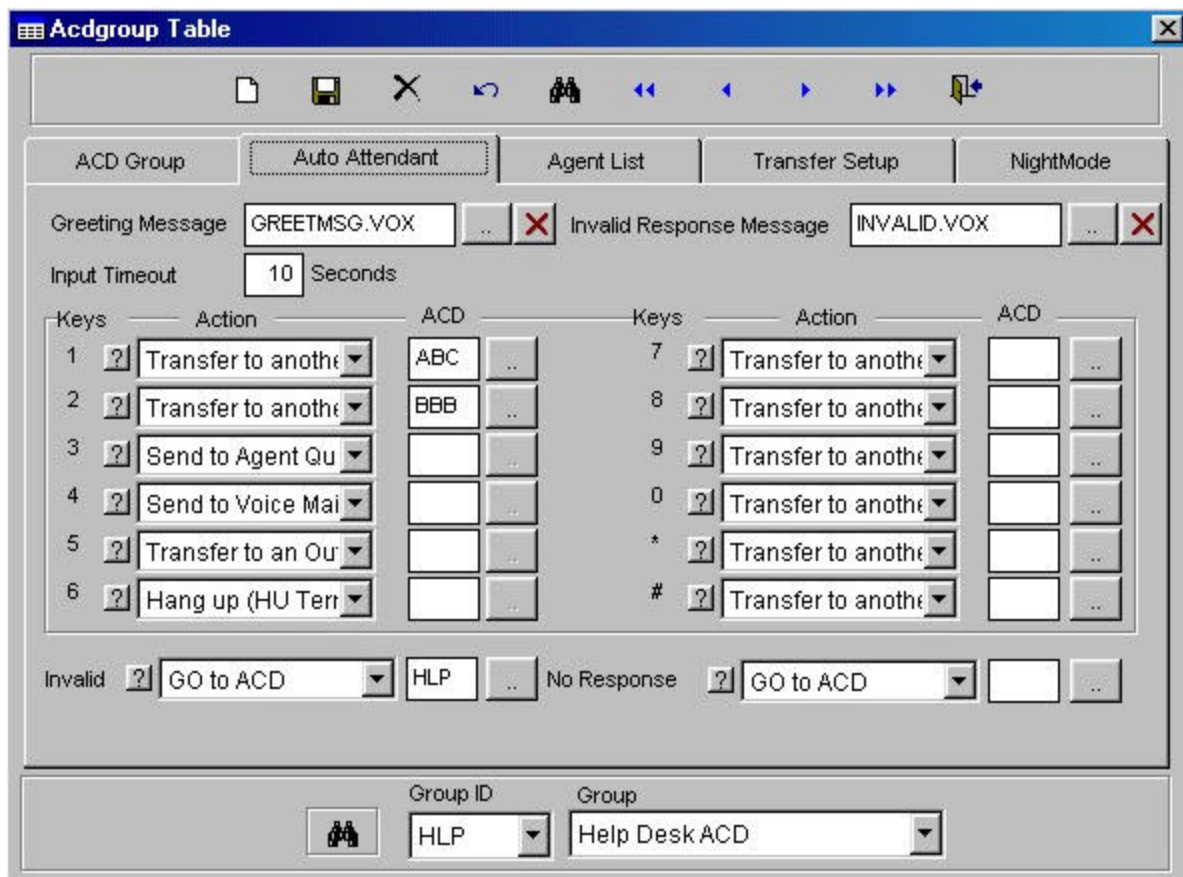
Five-Tier Overflow Support: Each ACD group may have up to five overflow groups. This allows calls that have been placed on hold for a specified duration of time to automatically roll over to the next available agent, regardless of his or her campaign. Subsequently, each ACD overflow group may have its own list of ACD overflow groups.

Customized Greeting Messages: Each ACD group may have an inbound greeting message that automatically plays to or only greets callers when all the respective agents are unavailable.

Customized On-Hold Messages: Each ACD group may have an on-hold message that automatically plays when no agent is available.

Customized Night Mode Message: Each ACD group may have a Night Mode message that plays after hours when no one is logged into the **StrataDial** system.

Inbound Auto Attendant: Each ACD group may have its inbound calls answered by an auto attendant. The auto attendant (a call routing system) can prompt callers to press certain digits to route the calls to the appropriate ACD group. (i.e., press 1 for sales, press 2 for customer service, etc.)



Customized Alert Beeps: Each ACD group may have a customized agent alert beep. Frequency and amplitude may be user defined. This is very helpful when agents are members of several inbound groups or are blended agents because it helps in the quick differentiation of calls.

Automatic Call Transfer: Calls that have been on hold for a specified period of time may be transferred off-site to any telephone number in the world.

On-Hold Queue Options: While on hold a caller may choose to “zero out” and return to the main menu. Your callers will no longer get stuck in Hold Queue limbo.

Scheduled Night Mode: Supervisors can setup after-hours call routing and messaging for any specific ACD group or DNIS. This message may vary by day and time. Furthermore, calls may be automatically forwarded to a Voice Mail box residing on the system.

ACD Specific Reporting: Activity reports may be generated, which will show call activity for ACD groups, by trunks or lines, or by agent. Each, along with service level achievement, can be reported over a period of time.

Section 3: Integrated Web-Based Functionality

Instant Text Chat:

Chat was created to address the online customer service needs of e-businesses. E-customers want live help when they have questions. Our text-based chat gives your e-customers instant access to the answers, assistance, and information they require. Your agents, armed with Chat, can deliver the real time customer satisfaction your clients require while shortening your online sales cycle.



Features

Application Services Provider

Our ASP architecture allows for instantaneous and seamless upgrades of our technology without burdensome hardware/software configuration or upgrades for our clients.

Push Technology

With “click-to-push” functionality, agents can push Web pages and other online content to customers’ desktops in real time for their review.

Agent Workload

Agents can answer and easily manage up to five chat sessions simultaneously, leading them directly to higher productivity levels and faster customer assistance.

Secure Chat

Chat can be secured for complete privacy. Using SSL encryption, chats are encoded from end-to-end, ensuring your customers' privacy protection.

Department Level Customization

Corporate accounts can now have multiple department accounts within them, allowing for unique customization within each department account at these levels: Customer Form, Customer Client, Exit Survey's, Response Libraries, After-Hours Messaging, and Reporting. Customers receive unique custom messaging depending on the department they access on their account.

Customizable Customer Interface

This allows you to completely customize the appearance and messaging your customers receive to match your Web site.

Smart Button

Our unique code allows the Chat button to change its appearance, message and functionality based upon agents' logged into in status. Immediately, customers visiting your Web site are aware of your agents' availability.

Exit Survey

Get the feedback you need to further improve your customer support experience with the Exit Survey. Upon the end of a session, present visitors with an Exit Survey that can be customized with up to five questions and one "free form" written response. Exit Survey results are available for review 24/7 in the Reporting section of the Account Administration pages.

Benefits

Increase Online Customer Satisfaction

Real-time text-based chat allows for instant resolution to e-customers' inquiries, increasing customer satisfaction levels and building customer loyalty.

Enhance Customer Lifetime Values

Being able to up sell, cross sell, and immediately answer sales questions in real-time will enhance and strengthen the lifetime value of your online customers.

Build a Sense of Community

By using real-time text-based chat, agents personalize the customer service experience on an individual basis, providing the e-customer with a sense of community and increasing the likelihood they will return to your Web site again and again.

Web Collaboration:

Online customer service and e-customer inquiries are becoming more complex and demanding. Increasingly, e-customers require interactivity beyond traditional services, such as telephone, e-mail and push technology. Web Collaboration allows a support agent and a customer to link their browsers and collaboratively browse the Web – helping to drive brand loyalty and increase revenues while enhancing the customer service experience.

Features

Joint Form Filling

Web Collaboration allows an agent to assist a customer by filling out an online form for the customer, and then providing the completed form to the customer for online verification and submission. Agents can see the information previously entered into the forms by the customer, identify any errors, and correct the errors for the customer. The customer can see information as it is entered by the agent “keystroke by keystroke.”

Highlighting & Scrolling

Web Collaboration’s Highlighting and Scrolling feature allows an agent to bring the attention of a customer to a specific portion of a Web page by highlighting selected text in yellow and automatically scrolling the screen of the customer to the location of that text.

SSL Security

All data exchanged between agents and the customers by Web Collaboration is encrypted with Secure Sockets Layer (SSL) technology, which allows customers to complete transactions securely with the assistance of an agent.

Firewall Friendly

Web Collaboration works seamlessly with firewalls, and does not require companies to modify their security policies or firewall configurations.

Benefits

Increase Sales Revenue

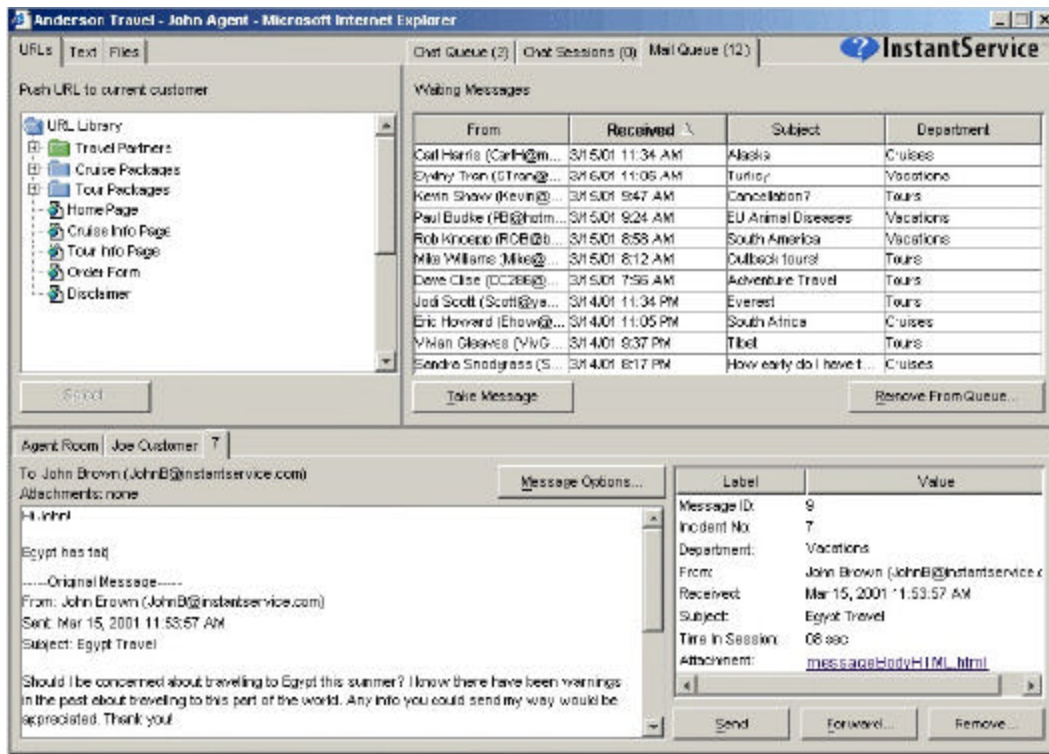
With the enhanced navigation tools of Web Collaboration, even the most complicated of online sales are simplified and expedited. Increased online sales are the natural result of an implementation of this service!

Enriched Customer Service

Adding Web Collaboration to your customer service offering dramatically increases the set of tools at your agents’ disposal to assist your online customer – a powerful value added service for enriching your customer’s support experience and enhancing brand loyalty.

E-Mail Management:

E-mail has become a preferred means for online customers to contact e-businesses. Today customers want quick, accurate and informative replies to their online inquiries. To sustain a powerful, pleasurable and profitable relationship with your client base, your e-business must meet the challenge of e-mail head on. E-mail Management allows your agents to reply to customers' inquiries with quick, informative and precise responses – building customer loyalty and satisfaction levels, which aids in retaining your valuable existing client base while increasing your sales revenue potential.



Features

Rapid Integrated Messaging

Built within the user-friendly agent console, E-mail Management takes advantage of the same powerful Response Libraries available for supporting chat clients – firmly delivering your company's messaging while shortening your agents' response time.

Escalation

Sometimes an e-mail response is insufficient. For those times, E-mail Management responses can be escalated to a collaborative chat or voice session by simply incorporating

the hyperlink with your e-mail response – ensuring your customer gets the information they need when they need it.

Reporting

With E-mail Management Reporting, service level information is available in real time to your account administrators and managers. Our reporting allows administrators to review the number of e-mails answered, in progress, and in queue; e-mail response histories; and agent response time and averages.

Benefits

Easy Implementation

Comprehensive E-mail on your Web site is just moments away with our product suite. Activation is simple – just add e-mail links to your Web site and forward existing e-mail addresses. In just hours, e-mail can be live on your account.

Rapid Informative Responses

The familiar design of Chat and precision of the Response Libraries ensure agents get rapid and informative responses back to your customers in real time.

Increased Agent Productivity

The integrated user-friendly Agent Console allows your agents to easily toggle from chat session customers to e-mail inquiries, which increases their productivity and your level of customer service satisfaction for your clients.