

## **CITEL COMPLETES INTEROPERABILITY TO ENABLE EASYRUN TO STRENGTHEN HARDWARE AGNOSTIC POSITIONING**

### **Citel Portico™ TVA™ Allows EasyRun Customers to Optimize ROI and Reduce CapEx**

**Amherst, NY April 19, 2010** – Citel. The VoIP Migration Company™ is pleased to advise that EasyRun, a leading provider of multimedia contact center and voice has completed compatibility testing with Citel's Portico™ TVA™. The Portico™ TVA™ enables organizations to migrate to VoIP while continuing to utilize their existing digital PBX phones, P-phone/Centrex or analog phones. Behind the TVA, legacy telephones appear as SIP endpoints. This functionality allows enterprises to migrate to VoIP technology while continuing to use their existing handsets.

“This partnership further demonstrates EasyRun’s commitment to delivering open, hardware agnostic, robust, and cost effective solutions to our customers,” said Mike Long VP Marketing at EasyRun. “The collective EasyRun, Citel offering allows organizations to implement an award winning contact center with minimal disruption to their existing telephony infrastructure, and their budget. We are very excited about working with Citel to deliver this innovative and unique solution.”

“We are pleased to have completed compatibility testing with EasyRun to ensure interoperability between EPICAcce and the Portico™ TVA™”, said Ian Gomm, Vice President, Sales and Marketing for Citel. “EPICAcce and the Portico™ TVA™ work together nicely and offer our joint clients an intuitive cost effective solution that will allow them to maximize ROI on their existing telephone equipment. By employing the TVA users can retain their existing telephone handsets while gaining access to next generation contact center features. We look forward to a long and fruitful relationship with EasyRun.” EasyRun’s Flagship Produce, EPICAcce is an award winning, purpose-built contact center appliance. It delivers a comprehensive VoIP solution designed to control, manage, monitor and support multi-media blended inbound/outbound corporate communication channels. EPICAcce can be installed as a standalone PBX, a standalone multimedia contact center, or a total end to end voice and contact center solution. In addition EPICAcce is PBX agnostic, which means it can be deployed with any existing legacy or VoIP PBX. This allow customers to retain and use their current PBX while adding a best of breed multimedia contact center solution.

#### **About EasyRun**

EasyRun has been designing and selling best of breed multimedia contact center solutions since 2001. The Company’s products are feature rich, competitively priced, and deliver immediate organizational benefits in TCO and ROI. The Company’s flagship product, **EPICAcce** is packaged in a single 2U appliance/server and can be integrated into any legacy or VoIP network. EasyRun has over two thousand customers worldwide including the U.S. Coast Guard, Roland Corporation, Pizza Hut and Coca Cola. For more information on EasyRun visit [www.easyrun.com](http://www.easyrun.com) or email [ERMarket@Easyrun.com](mailto:ERMarket@Easyrun.com).

#### **About Citel**

Citel Technologies, Inc. enables SMBs, large enterprises and service providers to realize the cost and productivity benefits of IP telephony while at the same time leveraging their existing cabling infrastructure. Businesses with single or distributed locations and PBX vendors can now deploy next generation IP applications and services at their own pace, with minimal business disruption. Service providers can deploy Hosted IP telephony services quickly, without having to “rip and replace” existing enterprise PBX handsets and LAN cabling. Citel is based in Amherst, New York with offices in Loughborough, England and Toronto, Canada. For more information on Citel visit [www.citel.com](http://www.citel.com) or email [sales@citel.com](mailto:sales@citel.com).