



Corporate Overview and Market Analysis

@ *The Heart of Your Business*

EasyRun has over one thousand customer installations worldwide including Coca Cola, the Dallas Cowboys, Viacom, the U.S. Coast Guard and National Pizza.



“Optimizing business processes to stay competitive, retaining and growing customers to generate sales, and controlling costs, are the key drivers behind current and future business applications deployments.”

Gartner

MARKET OVERVIEW

The Contact Center industry is becoming increasingly more mainstream and critical to business success. Contact centers have moved beyond simple applications designed in house or implemented piecemeal to full featured unified, multimedia solutions that incorporate a variety of integrated Web and Internet based applications. Organizations realize that to be successful in today’s competitive landscape they must implement and maintain sophisticated contact centers that deliver an optimal user experience while simultaneously allowing them to improve internal corporate efficiencies, such as the number and or productivity of their contact center agents.

Recent analyst reports indicate that the customer landscape for contact center deployments is changing and expanding. Historically contact centers (originally known as call centers) were deployed in companies such as; airlines, financial institutions, hospitals, government agencies, customer service groups, telemarketing agencies, and utilities. In the past decade, however the globalization of businesses, the emergence of virtual workplaces, and the fierce competition for customer loyalty has pushed the technology into increasing numbers of businesses worldwide. Call centers allow organizations to:

- Optimize tune and monitor the customer experience
- Generate new revenues through increased call center efficiencies and volume
- Reduce operating costs through real time and historical reports and monitoring
- Maximize their competitive edge by adjusting to market and customer demands
- Generate real time and historical contact center reports and statistics that allow immediate and long term adjustments to be made to business process
- Integrate contact center processes with a variety of backend processes including CRM and ERP

“We expect global revenues from contact center sales to approach \$2 billion by 2010.”

Gartner

EASYPUR CORPORATE OVERVIEW

Companies must be able to provide efficient, dynamic and intelligent solutions to customers and prospects (7x24) or they will lose them to competitors. EasyRun develops and sells the industry's most advanced, user-friendly multimedia, contact center solutions. The Company's products are feature rich, competitively priced, and deliver immediate organizational benefits in terms of TCO and ROI.

EasyRun products empower organizations 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. EPIC's modular architecture allows users to change the functionality and structure of their contact center easily and smoothly, and its scalability enables an organization 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 customize the system
- Multi-site, call center support, with full contact center redundancy

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COMPETITIVE LANDSCAPE

EasyRun's products represent the most advanced, full featured multimedia contact center solutions in the industry. Although other companies offer similar products, none are as easy to install or maintain as the EPIC product line. In addition EasyRun's products are competitively priced, and deliver organizational benefits in terms of TCO and ROI which are unmatched by any competitive solution. Solutions from companies such as Cisco, Nortel and Avaya are targeted at large enterprise accounts and are consequently more expensive, complicated and require significantly more time, effort and money to deploy and maintain.



◀ *EasyRun Contact Center delivers a robust, intuitive, easy to use, configure and maintain communications solution.*

SALES STRUCTURE

EasyRun products and services are sold through a qualified and highly trained worldwide partner/reseller channel. Relationships are managed directly through EasyRun sales and support or in concert with EasyRun business partners. As of January 2008 EasyRun had active sales, marketing and support partnerships with 3Com, IBM, ShorTel, Telrad and Tadiran.



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