

News Release

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EasyRun Partners with Xorcom to Offer the Industry's First Enterprise Grade PBX Agnostic Contact Center

EPICAcce Delivers Multimedia Contact Center and Asterisk Voice on Xorcom IP-PBX Appliance

Monroe, CT., March 31, 2009 – EasyRun Inc., a leading provider of multimedia contact center solutions, today announced that it has entered into an OEM agreement with Xorcom, a manufacturer of business telephony interfaces and appliances based on Asterisk® open-source software. Xorcom offers the largest and most flexible range of hardware telephony solutions available in the Asterisk-based market. The company sells its solutions through a global reseller channel. The EPICAcce contact center will be delivered on Xorcom's high-end Linux based IP-PBX appliance.

Because EPICAcce includes a complete voice solution it integrates seamlessly with legacy or VoIP PBX environments. This extended functionality allows customers to add a robust contact center solution into their existing telephony infrastructure without having to make unnecessary hardware changes. Prior to EPICAcce, customers were locked into using proprietary, complicated and expensive contact center solutions which were necessarily compatible with their existing telephony infrastructure.

“Given today's economy, companies must deliver the best possible customer experience while minimizing unnecessary expenditures on their voice infrastructure,” said Shlomo Shur, CEO of EasyRun. “Because EPICAcce integrates seamlessly into existing legacy TDM or VoIP environments it allows organizations to intelligently and incrementally upgrade their customer contact center solution without having to make major infrastructure changes. This allows companies to achieve their business goals in the most cost effective manner.”

EPICAcce represents a comprehensive VoIP contact center solution designed to control, manage, monitor and support blended (multimedia) inbound/outbound corporate communication channels. The product offers advanced communication capabilities, is easy to install and delivers immediate ROI through dramatically increased contact center efficiencies. It ships with a robust set of implementation tools which allow rapid and seamless implementation.

“The market is changing quickly,” says Eran Gal, CEO of Xorcom. “Customers are increasingly reluctant to buy monster solutions that bind them to expensive contracts just to get a specific module. The brilliance of the EPICAcce solution is its ability to bring state-of-the-art contact center functionality to the organization, with all IP-PBX capabilities built in. As a result, the customer doesn't have to replace the phone system, thereby saving time, money and uncertainty in the implementation.”

Asterisk is the world's leading open source PBX telephony engine, and telephony applications solution. It offers unmatched flexibility in a world previously dominated by expensive proprietary communications systems. The Asterisk solution offers a rich and flexible voice infrastructure that integrates seamlessly with both traditional and advanced VoIP telephony systems. For more information on Asterisk visit <http://www.asterisk.org>

About Xorcom

Xorcom harnesses the power of Asterisk® Open Source IP-PBX – the most rapidly growing telephony platform in the world – to design and produce leading-edge hardware telephony solutions for commercial installations. System integrators, telecom equipment manufacturers, and customer premise telephony and VoIP providers use Xorcom's [USB Channel Banks](#) and [IP-PBX Systems](#) to provide added value to their end users. For more information, visit www.xorcom.com.

About EasyRun

EasyRun develops and sells advanced, user-friendly multimedia, contact center solutions. The Company's products are feature rich, competitively priced, and deliver immediate organizational benefits in TCO and ROI. EasyRun's product family offers an intuitive, user-friendly interface as well as robust real-time and historical reporting capabilities. The Company has over one thousand customer installations worldwide including the Dallas Cowboys, the U.S. Coast Guard, National Pizza and Coca Cola. For more information on EasyRun communication solutions visit www.EasyRun.com.

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