



Press Release For Immediate Release

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IPVox makes inroads to the Middle East

Local technology firm join-forces with Middle East partner to distribute its homegrown call centre solution for SMEs designed in Arabic

KUALA LUMPUR – 23 November, 2005 – Local MSC status call centre solutions provider IPVox Sdn Bhd today announced its business partnership with CASE, a company offering information and communication technology applications based in Riyadh, Saudi Arabia. Marking a significant corporate milestone for IPVox, the partnership serves to bring its recently launched call centre solution dedicated for the small and medium enterprises (SMEs), EzyTouch to the Middle East market.

According to Rodney Yap, Chief Executive Officer, IPVox, “Capitalising on the growth of customer service centres in the region, we have embarked on a bold initiative in developing a fully Arabised version of EzyTouch to meet the local demands of the SMEs in the Middle East. CASE will help IPVox extend the reach of our local technology by leveraging on its market knowledge, skilled resources and strong relationships with the government.”

In a report by analyst firm *Frost and Sullivan* in July 2005, it was estimated that the automated call distribution (ACD) systems revenues in the Europe, Middle East and Africa region to increase to US\$731.7 million in 2010, with a compound annual growth rate of 8.2% from 2004. Much of the growth is being fuelled by the small to mid sized companies in meeting the challenges of a highly competitive business environment.

“Considering the positive market outlook on the demand of such solutions, combined with the ideal pricing structure and its versatility that fits into the business environments of SMEs, we are confident that the Arabised EzyTouch will generate a very significant number of users in the Middle East market,” said Adel Ibrahim, Managing Director of CASE, a company which also specialises in developing a solution for tracking company assets as well as for monitoring the whereabouts of children using Global Positioning System (GPS).

For the first phase, CASE will be distributing the solution across the Saudi Arabia market, targeting the government agencies, mid-sized financial institutions, distribution, logistics and service providers. The company is looking at between 12 to 15 implementation sites for the solution in the next 12 months.

EzyTouch, Malaysian-made solution for all SMEs

Businesses today are looking at ways to lower costs, increase profits, and at the same time ensure a high level customer service, in order to be more competitive. As customers become more sophisticated and demanding in their expectations, SMEs will find it very challenging to compete in such an environment.

“Call centre applications have always been perceived as expensive, characterised by long and complex implementation, affordable only to the large enterprises. We at IPVox believe this need not be so. EzyTouch is designed based on four key pillars, including unprecedented affordability, broad functionality, simplicity of implementation and faster return on investment,” explained Yap.

EzyTouch will empower SMEs to deliver supreme customer services with the similar standards as the high-end enterprises. They can enable them to be more profitable by lowering costs of customer service operations, engaging in proactive marketing or improving cash flow with more effective bills collections.

With its broad functionality focusing particularly on SME requirements, EzyTouch is especially effective for service organisations in the SME sector, such as logistics, distribution, financial services, hospitality and government departments. Even in large enterprises, it can be effectively deployed as discreet departmental call centres in delivering helpdesk services or bill collection units.

IPVox has currently proposed EzyTouch to 12 companies in Malaysia and the region, and expects to finalize three orders shortly.

Priced at RM 48,888 for a five-agent operation, EzyTouch will offer SMEs a feature rich call center that can help them manage their customer interactions, enable them to set service levels, eliminate abandoned calls and generate reports to give management a clear view of how effective customer interaction is.

“Because of its simplicity, the implementation of EzyTouch can be completed within a week. As such, a call centre with a typical setup of five agents can quickly realize the returns-on-investment or ROI within a short period of 10 to 12 months,” claimed Yap.

Available in Malaysia immediately, EzyTouch will be distributed worldwide by IPVox's value added resellers (VARs) and specialists partners. IPVox has built a rapidly growing channel partner network in the region as well as in Europe. For more information on EzyTouch, logon to <http://www.ip-vox.com> or contact (603) 6203 5882.

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About IPVox Sdn Bhd

IPVox Sdn Bhd (formerly known as Envov Sdn Bhd), a Multimedia Super Corridor (MSC) status company, is a leading provider of multimedia customer interaction software applications for companies in Asia Pacific. Headquartered in Kuala Lumpur, Malaysia, the company was founded in year 2000, with another sales office located in Singapore. IPVox has value added reseller (VAR) partners in 12 countries. IPVox has successfully developed a contact centre solution for the small-and-medium sized enterprises.

IPVox' contact centre solutions offer small-and-medium sized enterprises the robust functionality and multi-channel customer interaction capabilities that are vital in today's customer centric market. To address the fast-emerging markets, easy-to-use features with customisation capabilities enable smaller contact centres to compete effectively and professionally in an increasingly competitive environment. IPVox delivers its solutions through a global network of partners including value added resellers (VARs), systems integrators (SIs), service and solutions partners, internet service providers (ISPs), application service providers (ASPs) and consultants. For more information, visit www.ip-vox.com.