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Telecom Argentina Deploys An Apex/Cisco Solution Provided By Systems Integrator Daycom S.A.

SHERMAN OAKS, CA, AUGUST 31, 2000 - APEX Voice Communications today announced that Telecom Argentina has deployed an APEX/Cisco solution to integrate its six customer service centers distributed throughout Argentina. The new solution, comprised of APEX's OmniVox Intelligent Call Processors (ICPs) and Cisco's Intelligent Contact Management (ICM), is designed to help Telecom Argentina improve customer service in its call centers by creating a single virtual call center to receive and route customer calls, add CTI features, generate enterprise reports, and manage personnel. Daycom S.A., a leading systems integrator in Latin America and APEX Value Added Reseller, developed the interface allowing communications between the APEX and Cisco products. "Our parent company, OFFNET, had been using OmniVox in Italy for quite some time, and Telecom Argentina had been relying on it for various services since 1995," explained Ricardo Panico, president and chief executive officer of Daycom. "We knew from experience that OmniVox was a highly reliable, telco-grade product and we wanted to work with industry leaders." The OmniVox ICPs take all calls for residential and commercial customer service, repairs, numbering and billing information, and prepaid calling cards.

Depending on customer input, the ICPs help customers schedule service calls, provide information, terminate calls or, based on information provided by the Cisco ICM, route them to the most appropriate customer service representative at any of the six call centers. In the past, Telecom Argentina's customers were directly linked to one of the six call centers and transferred by customer service representatives to the appropriate call center and agent. "This new solution allows for much greater efficiency and improved resource utilization," said Elhum Vahdat, vice president of APEX Voice Communications. "APEX's open architecture approach and strategic partnerships with companies such as Cisco and Daycom allow us to provide efficient and cost-effective carrier-grade solutions to fulfill very specific requirements." Telecom Argentina's new virtual call center serves approximately 3.5 million customers and takes an estimated 100,000 customer service calls per day.

Daycom has also installed a workforce management program, TCS, for the network, which coordinates the activities of the approximately 1000 agents in the Telecom Argentina customer service centers. The OmniVox Intelligent Call Processor (ICP) is a high density development, runtime, and management platform for Enhanced Network Services and CTI solutions. OmniVox applications include interactive voice response (IVR), messaging, prepaid, fax, conferencing, audiotex, etc. Benefits of the OmniVox software architecture include the capability to create a single application to run on virtually any telephone line anywhere in the world, support for a wide variety of worldwide telephony protocols, integration with SS7/C7 networks, and built-in internationalization and localization features. Based on an open architecture design, OmniVox incorporates ancillary and third-party technologies such as automated speech recognition (ASR), fax processing, and text-to-speech (TTS) rapidly and seamlessly.

About Daycom Daycom is a systems integration company specializing in integrated solutions for call centers. With wide experience in telecommunications, Daycom offers products and solutions for intelligent call routing, interactive voice response, CTI, CRM, directory information assistance, and internet/intranet applications. Daycom has collaborated with APEX on various projects in Latin America.

About APEX APEX Voice Communications is a leading manufacturer of Enhanced Services and Billing solutions for network service providers worldwide on existing and IP-based Next Generation networks. APEX provides integrated and cost-effective (service-ready) solutions to public/private telephone companies, paging service providers and cellular/PCS providers, as well as Value Added Resellers (VARs), Original Equipment Manufacturers (OEMs), and systems integrators. For more information on APEX products, please contact: +1 818.379.8400 (Worldwide), +1 800.727.3970 (United States), +49 89.361.2323 (Europe), +1 954.341.3841 (Latin America), +852 2838.8400 (Asia), e-mail: sales@apexvoice.com or visit us at www.apexvoice.com.