



MASERGY'S CLOUD CONTACT CENTER RECEIVES 2017 UNIFIED COMMUNICATIONS PRODUCT OF THE YEAR AWARD

Solution Gains Recognition for Omni-Channel Communications, Predictive Analytics and Seamless Integration with Salesforce.com

Dallas — April 12, 2017 — [Masergy](#) today announced that TMC has named the company's [Cloud Contact Center](#) as a Unified Communications Product of the year. Masergy's newly announced solution won the distinctive honor based on its omni-channel system, predictive analytics, and Salesforce.com integration that help companies transition to a unified cloud platform to reduce costs, drive incremental sales and strengthen brand identity.

This year's judging panel praised Masergy for creating a single, global queue in the cloud, from which to route omni-channel customer interactions, allowing agents and subject-matter experts to view and respond to customers via voice, web, chat, SMS, email and Twitter feeds from one convenient screen.

With Masergy's Cloud Contact Center, users can dynamically determine how best to route each customer interaction based on predictive analytics. "Whatever key performance indicators are used to measure the success of a contact center, Masergy can now track them all to help companies improve business insights and customer interactions," said Dean Manzoori, Vice President of Product Management for UCaaS, Masergy. "We're pleased that our innovative solution has been recognized by TMC."

The Cloud Contact Center also offers seamless integration into Salesforce.com, enabling users to log in and work directly within the Salesforce application. Other key features include:

1. Deployment time shortened to weeks
2. Scales geographically and via number of users
3. Simple pricing model - all-inclusive bundle with no contact center usage charges

"It gives me great pleasure to honor Masergy as a 2017 recipient of TMC's Unified Communications Product of the Year Award for their innovative product, the Cloud Contact

Center,” said Rich Tehrani, CEO, TMC. “Our judges were very impressed with the ingenuity and excellence displayed by Masergy in their groundbreaking work on the Cloud Contact Center.”

About Masergy

Masergy owns and operates the largest independent Software Defined Platform in the world, delivering hybrid networking, managed security and cloud communication solutions to global enterprises. Our patented technology, customizable solutions and unmatched customer experience are why a growing number of leading organizations rely on Masergy to deliver performance beyond expectations. Learn more about [Masergy](#) and follow us on our blog [Transforming Enterprise IT](#), Twitter [@Masergy](#), [LinkedIn](#) and [Facebook](#).

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