

PipeVines achieves Australian Technology Showcase Membership

Sydney 9 July 2008 – Australian customer interaction management expert, PipeVines, today announced its acceptance into the Australian Technology Showcase (ATS).

The Australian Technology Showcase program is a promotional and networking government program targeted at small and medium sized Australian business enterprises with innovative, cutting edge technologies.

PipeVines applied for membership based on the strong IP it had developed in Australia for its hosted contact centre solutions, looking for the ATS to support its expansion locally and into overseas markets. In addition to its local customer base, PipeVines has a clients based in Manilla and Shanghai, and is investigating opportunities in other overseas territories.

Peter Spoto, CEO PipeVines commented, “It is a great recognition of the hard work and innovation that our team has put into our Contact Centre on Demand and BPM on Demand products that they have been accepted into the ATS. We believe our product offers functionality and stability of service that is unique in the Australian market and has huge potential for global deployment due to the accessible nature of SaaS solutions.”

“Australian organisations are beginning to realise the benefits of accessing best of breed contact centre solutions without the upfront capital outlay, with mid size companies now having access to contact centre functionality that would previously have been financially unviable for them. While our current focus is expanding our existing Australian customer base, we feel that this is not an issue that is unique to Australia.”

PipeVines offers browser based tools that organisations need to handle and measure their customer experience, on a pay-as-you-go basis. No other provider offers a perfectly integrated contact and business process management solution in one integrated suite, which allows clients of all sizes to scale up and down as fast as needs require.

Spoto concludes, “Our offering includes phone, phone line, communications channel, call centre and business process tools, which are all integrated into the existing business systems of the company, installed with no capital contribution from the client, and billed on a pay-as-you-go basis.”

ATS supports Australian organisations through its promotional programs, including a page on the ATS website, the ATS will showcase your technology to likely business partners around the world. You can also link up with potential customers and licences, investors and joint venturers.

ATS membership gives Australian organisations access to a range of both government and private sector programs aimed at helping build the skills and understanding they need to thrive in the highly competitive international marketplace.

About PipeVines

PipeVines is the customer interaction management expert, offering on-demand browser based tools organizations need to handle and measure the customer experience. Delivered entirely as a hosted service, the complete PipeVines Contact Centre solutions require no specialized hardware or

software, no telecom equipment and no up-front capital expenditures, making it an ideal solution for blending in-house, offsite or multi-site agents.

Our hosted solutions deliver a complete and integrated customer interaction communications platform - which provides robust contact centre management functionality, and real time activity reporting with analytical and workflow tools that measure the customer interaction experience. This provides you with improved efficiency and visibility on customer relations, offered on a flexible "pay as you go" basis. www.pipevines.com

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