

NEWS RELEASE

ComputerTalk's ice UC Ready to Take the World by Storm

November 17th, 2010 – *With the much anticipated release of Microsoft's Lync Server 2010, ComputerTalk is positioned to dramatically change the way people communicate, whether it's by email, IM, or phone.*

Toronto, Canada – ComputerTalk Technology Inc. (ComputerTalk) today announced the release of ice UC, its Unified Communications offering built upon the foundation of Microsoft Lync Server 2010. ComputerTalk is a Microsoft Gold partner and Microsoft Voice Specialized partner. Its products enable organizations to accelerate their return on investments in Microsoft and other products. “Unified Communications is really not new, at least not in terms of the contact center,” says Sarah Oddson, Director of Marketing at ComputerTalk. “What’s really exciting here is that our voice specialization and contact center experience can now move beyond those boundaries and add value to the entire organization.”

The capabilities of ice UC include advanced contact routing to both traditional contact center agents and subject matter experts both inside and outside of the enterprise. Pairing the power of Lync Server with ice, ComputerTalk communications-enables business processes, and provides detailed analytics with sophisticated reporting, skills based routing, and real-time monitoring. ComputerTalk's software suite also enables a wide range of integration points to add context to communications, including applications such as Microsoft SharePoint, Microsoft Dynamics CRM, and Microsoft Customer Care Framework.

The solution is vendor agnostic, meaning that regardless of the systems an organization has in place (PBX, IVR, CRM), ice will integrate with it seamlessly so its value can continue to be realized.

The release of ice UC is particularly significant for companies which have an existing telephony infrastructure. With ice UC, these companies have the option to continue using their existing PBX as they migrate users to Lync's complete communications experience over time.

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About ComputerTalk

ComputerTalk is the most successful provider of cloud contact center and IVR solutions in Canada. Founded in 1987, its ice customers span Canada, the US, and UK. Household client names include 3M, BMO Mutual Funds, Globe & Mail, RBC Dexia, TD Securities, Federal, Provincial, and Municipal Governments. ice UC is a complete IP communications solution designed for Microsoft Lync 2010, and offered as both an on-premise solution or as a cloud service. ice UC communications-enables business processes, providing detailed analytics, sophisticated reporting, skills based routing, and real-time monitoring. ComputerTalk solutions address the real business challenges of the end user, and empower them to produce an ROI with measurable results.