

# business

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## Siemens Enterprise takes equity position in inContact

THE world's largest cloud-based call center solutions provider on Friday said Siemens Enterprise Communications took up an equity position in the company to strengthen its operations.

In a statement, inContact, which recently built its Asia-Pacific headquarters at the Bonifacio Global City in Taguig, said Siemens Enterprise bought nearly \$24 million in restricted common stock at a price of \$3.32 per share.

"This equity investment will provide inContact with the strong balance sheet and financial capability required to continue to grow our cloud business and further strengthen our market-leading position," Paul Jarman, chief executive of inContact said.

Jarman said this renewed financial strength will enable the company to extend its network and platform capability to effectively support enterprise

customers and partners around the world.

inContact also entered into a worldwide distribution agreement with Siemens Enterprise, which will be the exclusive master distributor of the inContact cloud contact center software portfolio in Europe, the Middle East, and Africa, delivering the solutions under the Siemens Enterprise "OpenScape Cloud Contact Center" brand name.

The firm will also resell the inContact portfolio in the US, Asia Pacific and Latin America.

Junie Pama, country manager of inContact Philippines, said the cooperation of Siemens and inContact will have a tremendous impact on the business process outsourcing/call center sector.

"The deal will reinforce the brand equity of inContact being the global leader of cloud-based

software solutions. It is also a boost in distribution networks due to the already established distribution channels of Siemens," Pama said.

Pama said the deal will result in stronger market presence of inContact with the foreseen technical support of Siemens.

"Siemens Enterprise Communications being a well known technology provider will also lend good reputation and credibility to inContact," he said.

With more than 3,000 in sales and support personnel as well as 3,000 channel partners around the world, the Siemens Enterprise Communications team is uniquely positioned to help inContact drive significant growth in the next several years.

Jun Banaria, country director of Siemens Enterprise Communications in the Philippines described this collaboration as a

major step for both companies to leapfrog in the "cloud

services" technology.

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