



NEWS RELEASE

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Star Telecom Solution Now Rated “Avaya Compliant”

- *Star Telecom SIP Trunking service is compatible with key Avaya contact center solutions*

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Toronto, ON CANADA — Star Telecom, a leading SIP based telecommunications services and solutions provider, today announced that its SIP-based services suite is compliant with key contact center solutions from Avaya, a global provider of business collaboration systems, software and services.

The SIP Trunking service from Star Telecom helps businesses reduce costs and increase efficiencies in their contact center. The application is now compliance-tested by Avaya for compatibility with: Avaya Aura® Communication Manager 5.2.1 and Avaya Aura® Session Manager 6.1 with Acme Packet Net-Net SBC.

“Achieving compatibility with Avaya reaffirms Star Telecom’s commitment to standards-based SIP solutions targeted at the contact center vertical,” said Miroslav Mostic, CTO for Star Telecom. “This level of interoperability goes beyond simple SIP integration and opens the door to hosted call recording, IVR, call routing, call queuing and other applications traditionally provided on-premise. The new technology may impact contact center applications in the same way other cloud technologies have impacted computing in general.”

A number of contact center organizations which are already using Star Telecom services have seen a reduction in their telecommunications related expenses of up to 65%. These cost reductions are in addition to indirect savings produced through increased operational efficiencies.

Star Telecom is a Technology Partner in the Avaya DevConnect program—an initiative to develop, market and sell innovative third-party products that interoperate with Avaya technology and extend the value of a company’s investment in its network.

As a Technology Partner, Star Telecom is eligible to submit products for compliance testing by the Avaya Solution Interoperability and Test Lab. There, a team of Avaya engineers develops a comprehensive test plan for each application to verify whether it is Avaya compatible. Doing so enables businesses to confidently add best-in-class capabilities to their network without having to replace their existing infrastructure—speeding deployment of new applications and reducing both network complexity and implementation costs.

“A new generation of telecommunications services and solutions providers, like Star Telecom, are expanding the choices available to Avaya contact center customers,” said *Eric Rossman, vice president, developer relations, Avaya*. “With a broad selection of standards-based solutions that are compliance-tested for interoperability, our customers are able to integrate communications with critical business processes to improve customer service and uncover new value that can help them build their bottom line.”

About Avaya

Avaya is a global provider of business collaboration and communications solutions, providing unified communications, contact centers, networking and related services to companies of all sizes around the world. For more information please visit www.avaya.com. For more information on the Avaya DevConnect program, visit www.avaya.com/devconnect.

About Star Telecom

Star Telecom is a global provider of SIP based telecommunications services and solutions for contact centers and enterprises. Star Telecom's platform and features are designed to reliably serve the basic telecommunications needs of contact centers through SIP Trunking, while also flexible enough to provide value added services such as cloud-based network call recording, call routing, hosted IVR, call reporting and other SIP based services and solutions.

The in-depth understanding of the contact center environment enables Star Telecom to focus on compliance, regulatory and technological needs of contact centers. Star Telecom enables its clients to access telecommunications services and related technology on hosted, pay-as-you-go basis - eliminating the need for capital expenditures.

For more information please visit www.startelecom.ca

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