



Press Release
For Immediate Release - 10th October 2006

Slovak Telecom Boosts Proactive Customer Contact with Integrated Solution from Avaya and synTelate

GLASGOW, Scotland - Slovak Telecom Call Services o.z., part of Slovak Telecom Group, needed to add powerful new customer contact management capabilities to its operations to improve customer service, the company turned to an integrated solution from Avaya Inc. (NYSE: AV) and synTelate Corp.

The combined offering from the two companies provides Slovak Telecom with leading-edge outbound call capabilities that can be used to manage contacts with customers and prospects more efficiently and effectively. Avaya is a leading global provider of business communications software, systems and services. synTelate Corp., wholly owned by Initiative Software, is a leading provider of call centre software.

Part of the Deutsche Telecom Group, Slovak Telecom Call Services o.z. is a leading provider of telecommunications services in Slovakia. The company provides national and international telephone services, as well as a broad range of data and Internet services. The Avaya-synTelate solution for Slovak Telecom integrates Avaya Proactive Contact, a robust customer contact solution that helps agents reach more customers quickly and profitably, with synTelate desktop customization and scripting capabilities that give agents the right information at the right time.

"We continually look for new ways to improve our customer service," comments Jeroen Hollestelle, Director of Call Services & Customer Case, Slovak Telecom Call Services o.z.. "The recent investment in technology will enable us to contact more customers more quickly, with full agent support to optimise the quality of the call. For example, the synTelate desktop will ensure accurate information is at each agent's finger tips."

"Due to the success of the initial implementation, we have more than doubled the initial purchase of the Avaya Proactive Contact and synTelate solution to continue to improve our proactive customer contact," Hollestelle added.

synTelate Corp is a Premier member of the Avaya Developer*Connection* Programme – an initiative to serve customer needs by developing, marketing and selling innovative third-party products that interoperate with Avaya technology.

The Avaya Proactive Contact solution for Slovak Telecom was implemented by Geomant, a systems integration firm that is also an Avaya Developer*Connection* member. Quality assurance support was provided by Avaya.

Avaya Proactive Contact and synTelate are installed in Slovak Telecom's Bratislava headquarters and supports agents in Kosice, Preslov and other distributed locations over the company's converged voice and data network. Each synTelate agent desktop is configured for the Slovak language, enabling rapid campaign creation with full local language and character support in conjunction with Avaya Proactive Contact.

"We are delighted to be working in partnership with Avaya and Geomant to deliver a world-class solution to Slovak Telecom," states Kevin Clark, CEO, Initiative Software, parent company of synTelate Corp. "synTelate was installed in a very short timeframe in the local language, highlighting its flexible capabilities for local language support. The immediate benefits to Slovak Telecom from the combined Avaya Proactive Contact and synTelate solution has exceeded expectations."

"The success of our integrated solution for Slovak Telecom demonstrates how the Avaya Developer*Connection* Programme is enabling us to offer customers fully interoperable, Intelligent Communication solutions that unleash new possibilities for their business," said David Sheldon, director of Avaya's Developer*Connection* programme in Europe, the Middle East and Africa. "The fact that Slovak Telecom has already doubled the scale of its implementation is testament to the quality of our combined offering."

About Slovak Telekom, a. s.

Slovak Telekom, a. s., is a dynamically changing company with a long-term tradition in the Slovak telecommunications market. It is, at the same time, the leader in provision of modern telecommunications services in Slovakia. Slovak Telekom, a. s. owns and operates a telecommunications network covering the entire territory of the Slovak Republic, provides national and international voice services, as well as a wide portfolio of data services. It is the leader in providing access to broadband Internet and a dynamically developing operator providing Internet entertainment services. Having completed the digitalisation of its network using the NGN technology, Slovak Telekom, a. s., has become the operator of one of the largest fixed IP NGN networks in the world.

Slovak Telekom, a. s., is a part of the multinational Deutsche Telekom Group (Frankfurt, Amtlicher Handel: DTE/NYSE: DT). Deutsche Telekom AG is the majority shareholder of Slovak Telekom, a. s., holding 51% of shares. The Ministry of Transport, Post, and Telecommunications of the Slovak Republic owns 34% of shares and the National Property Fund 15% of shares.

Slovak Telekom, a. s., is the 100% owner of T-Mobile Slovensko, a. s., which provides a wide portfolio of mobile communication services. T-Mobile Slovensko is a member of the T-Mobile International Group, one of the largest mobile communications companies in the world.

T-Com is the brand Slovak Telekom, a. s., uses for the provision of fixed network products and services.

About Slovak Telekom Group

The Slovak Telekom Group consists of the parent company Slovak Telekom, a. s., and its daughter companies T-Mobile Slovensko, a. s., RK Tower, s.r.o., RK Transmission, s.r.o. (in liquidation), Zoznam, s.r.o., and Zoznam Mobile, s.r.o., TBDS, a. s. It also includes Slovak Telekom's branches - Rádiokomunikácie, o. z., and Call Services, o. z. The Slovak Telekom Group as the single provider of comprehensive telecommunications services in Slovakia offers its clients fixed network services, mobile communication services, Internet connectivity, Internet content, data services, sale of customer premises equipment, radio and television broadcasting services, and commercial call centre services.

All information on Slovak Telekom Group is available at www.slovaktelekom.sk. Current information on fixed line products and services provided under the T-Com brand is available at www.t-com.sk or at the toll-free number of Customer Services Centre 0800 123 456.

About Initiative Software

Initiative Software was founded in 1990 in Glasgow, U.K., and focuses on the creation of high-performance software products. It has grown to become the market leader in provision of CRM solutions to support economic development activities in the U.K. It has an established presence in the college marketplace with its student funding management software solution, TeQuios™.

In 1999, Initiative Software launched a call centre desktop customisation and scripting solution, synTelate®, which quickly took a leading market position and received several industry awards. synTelate® is widely regarded as the most powerful product of its type available in Europe today.

North American clients of Initiative Software are supported by synTelate Corp., a wholly owned subsidiary headquartered in Concord, N.H.

About Avaya

Avaya Inc. designs, builds and manages communications networks for more than 1 million businesses worldwide, including over 90 percent of the FORTUNE® 500. Focused on businesses large to small, Avaya is a world leader in secure and reliable Internet Protocol (IP) telephony systems and communications software applications and services.

Driving the convergence of voice and data communications with business applications - and distinguished by comprehensive worldwide services -Avaya helps customers leverage existing and new networks to achieve superior business results. For more information visit the Avaya website: www.avaya.com. For more information on the Avaya DeveloperConnection Programme, visit www.devconnectprogram.com.

For further information please visit www.inisoft.co.uk or contact:

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