



KEY BENEFITS

Fastest Deployment

- Leveraging the benefits of our on-demand platform and best-in-class Site Builder toolkit, your application can be up-and-running in minutes, with no ongoing maintenance or forklift upgrades needed.

Standards-based Architecture

- Enables full integration with other web-service architectures, including CRM systems, databases, and existing call center technologies.

Personalized, Interactive Communications

- Angel's smart IVR/ACD technology allows you to align call automation and routing with business strategies and requirements, creating personalized data-rich call experiences.

OVERVIEW

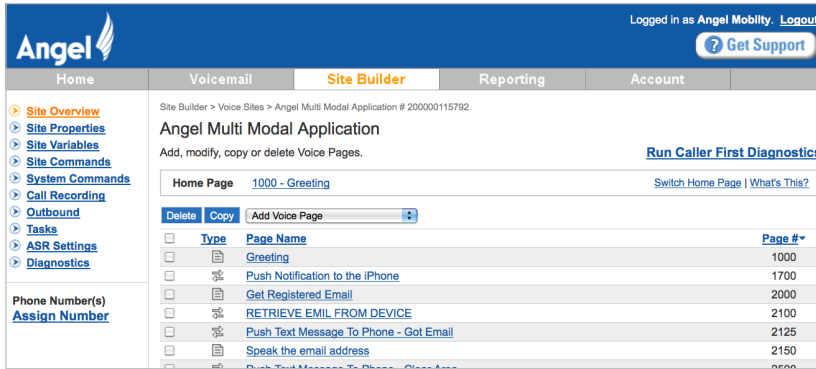
Leading Provider of Cloud-Based Customer Experience Solutions

Angel is a leading provider of IVR and call center solutions. As organizations seek to balance providing high quality customer service with managing costs, Angel provides a flexible and cost-effective application to meet their individual business and customer needs. As a fully hosted solution, with no investment in hardware, software, or human resources required, Angel helps organizations realize immediate and long term ROI as well as quickly and easily deploying voice applications that meets unique business needs. Angel's innovative technology enables complete integration with databases or CRM tools, enhanced scalability and flexibility, and is the only provider to offer a web-based toolkit called Site Builder that facilitates voice menu design, caller data collection, or outbound campaign management through a simple Internet connection. Additionally, Site Builder is fully integrated with the Angel suite of call center and IVR applications and enables customers to easily build, manage, and update a complete IVR or call center solution online.

ANGEL INNOVATION

Traditional views of call center or voice automation infrastructure center around "boxes". These functional units were added, in chain-like mode, to phone lines, to construct somewhat sophisticated voice offerings. Unfortunately, this approach has proven complex to manage, difficult to scale, and very costly. Angel was designed as an alternative to these cumbersome applications. The solution was built from the ground up as a service-oriented architecture, and, as such, can interoperate seamlessly with other web service architectures. Angel takes traditional "boxes", e.g., IVR, ACD, PBX, and Call Recording, and introduces them as components of a platform that can be used and remixed as needed in applications that seek to solve a specific business challenge.

At the bottom of the Angel technology stack is the telecom infrastructure, which makes use of technologies such as SIP and VOIP. On top of it, a standards based VoiceXML platform provides the interface to drive caller interactions with speech recognition, media playback and speech synthesis. These resources are managed by the application definitions produced within Site Builder. Site Builder and the Voice Site framework run on enterprise grade Java and Oracle database technology. As calls terminate, reporting information is gathered for further analysis in a data warehouse. In addition, Angel has published a powerful set of Application Program



Reduced deployment times and costs

- Real-time updates and changes to voice applications
- Iterative fine-tuning and testing of voice applications
- Easy integration with backend systems and data
- Full transparency; Site Builder is used by Angel Client Services and customers alike
- New product features available to customers with each release

Interfaces (APIs) for developers. With these high-level APIs, developers can embed voice functionality into their enterprise applications. We currently offer the following programming interfaces:

- Transaction API – tap into any web-accessible data source or web service, retrieve and post data, then drive dynamic caller interactions.
- Outbound API – instruct Angel to place outgoing interactive phone calls on behalf of a computer program.
- Call Queue API – build custom-made UIs for monitoring and managing call activity (e.g. add a call status button to a CRM application.)

THE ANGEL DIFFERENCE

Industry and Technological Leadership. As an industry and technology pioneer with more than 25 product patents, 33 iterations of our software, and more than 1,600 customers in more than 20 industries, Angel is the only true provider of on-demand IVR and call center solutions, and Angel

provides deeper expertise than any other hosted IVR provider.

Immediate ROI/Lower Cost of Ownership. A fully-hosted solution, Angel helps our customers realize a reduction in costs by getting rid of the hardware, software, and maintenance costs typically associated with traditional on-premise solutions. With Angel, any business can get started and experience positive ROI from day one.

Scalability and Security. Our software platform can easily scale to meet customer needs, supporting multiple applications, usage demands and multi-site requirements. Angel ensures robust end-to-end security at all levels with redundancy built into each layer of our architecture.

Lifetime Application Service and Support. When you choose Angel, you get more than just the world's most innovative telephony product – you get a complete solution which includes technical support, documentation, customer

training, and full access to our expert designers.

ANGEL KEY FEATURES

BI Analytics. Utilizing MicroStrategy Business Intelligence software, Angel gives you detailed reporting of application performance, call data, Voice User Interface elements, and more.

Call Recording and Analysis. Extend the power of Angel's call recording capabilities to your IVR or call center application, giving you immediate access to recordings of completed calls and detailed reporting of all data captured during the call.

Premium Support with Services. Let Angel assist you in building and using best practices to enhance the customer experience. If your organization has numerous applications, constant modifications, and quick-turn applications with limited resources, our support services are designed for you.

ABOUT ANGEL

Angel is a leading provider of on-demand contact center voice automation solutions. The Angel solution delivers value to organizations of all sizes to more productively and efficiently address business problems through the power of voice technology. As a fully hosted solution, no investment in hardware, software, or human resources is required, delivering immediate ROI and easing and simplifying deployment of voice applications that meet unique business needs. Angel is the only provider to offer a web-based toolkit, Site Builder, that facilitates voice menu design through a simple Internet connection and our innovative technology enables complete integration with databases or CRM tools, enhanced scalability and flexible applications. For more information, visit <http://www.angel.com>.

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