



Angel Receives *INTERNET TELEPHONY*[®] Magazine's Thirteenth Annual Product of the Year Award

Angel's Caller First AnalyticsSM Recognized for Outstanding Innovation

Vienna, VA – February 7, 2011 – Angel, a leading provider of enterprise focused, cloud-based, customer experience solutions, announced today that [TMC](#), a global, integrated media company, has named Angel's Caller First Analytics as a recipient of the 2010 [INTERNET TELEPHONY](#) Product of the Year Award for outstanding innovation. Caller First Analytics is a fully integrated, drill-down business intelligence analytics reporting capability for voice solutions.

[Caller First Analytics](#) allows users to make better choices and implement improvements based on insight into the performance of voice applications. The solution provides key views, dashboards, reports, and volumes for all [IVR](#) and [call center](#) activities and is comparable to the power of packages like Google Analytics for website performance tracking and performance optimization. With this comprehensive, easily accessible and customizable information, businesses can analyze data and make methodical changes to enhance the caller experience. This facilitates the achievement of business goals such as revenue optimization, cost reduction, and optimal agent resourcing.

"I am pleased to announce Angel as a Product of the Year Award winner. The editors of *INTERNET TELEPHONY* have verified that Caller First Analytics displays quality and innovation plus provides real needs in the marketplace," stated [Rich Tehrani](#), CEO, TMC. "I would like to congratulate Angel for its commitment to advancing IP communication technologies."

"This award is further evidence that enterprise businesses with heavy customer voice interaction have recognized the value of insight and intelligence to the top and bottom line," said Dave Rennyson, President and COO of Angel. "We are honored that Caller First Analytics was selected by *INTERNET TELEPHONY* as a Product of the Year Award. It is especially gratifying to be chosen in the category of innovation, which is a trait that is extremely important to our customers."

2010 Product of the Year winners are published in the February 2011 issue of *INTERNET TELEPHONY* magazine, (www.itmag.com). *INTERNET TELEPHONY* has been the authority in IP communication since 1998TM.

For more information about TMC, please visit www.tmcnet.com.

About Angel

Angel is a leading provider of enterprise focused, cloud based, customer experience solutions, including Caller First focused Interactive Voice Response (IVR) and Call



Center solutions. These solutions enable enterprise organizations to quickly deploy voice, SMS, chat and business intelligence (BI) applications. More than 1,000 customers worldwide turn to Angel's proprietary customer engagement technology to power customer experience, marketing and sales needs. Angel's solutions are built on an on-demand, Software as a Service (SaaS) platform and require no investment in hardware, software, or human resources, balancing the need for high quality communications with affordable pay-as-you-go pricing. To learn more, please visit www.angel.com.

About *INTERNET TELEPHONY* magazine

INTERNET TELEPHONY has been the IP Communications Authority since 1998™. Beginning with the first issue in February of 1998, *INTERNET TELEPHONY* magazine has been providing unbiased views of the complicated converged communications space. *INTERNET TELEPHONY* offers rich content from solutions-focused editorial content to reviews on products and services from TMC Labs. *INTERNET TELEPHONY* magazine reaches more than 225,000 readers, including pass-along readers. For more information, please visit www.itmag.com.

About TMC

Technology Marketing Corporation (TMC) is a global, integrated media company helping clients build communities in print, in person, and online. TMC publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), [NGN](#) and [InfoTECH Spotlight](#) magazines. TMC is the producer of [ITEXPO](#), the world's leading B2B communications event. [TMCnet.com](#), which is read by two million unique visitors each month, is the leading source of news and articles for the communications and technology industries. In addition, TMC runs multiple industry events: *4GWE*; *Smart Grid Summit*; *M2M Evolution*; *Cloud Communications Summit*; *Social CRM Expo*; *SIP Tutorial*; *VIPeering*; *Business Video Expo*; *CVx*; *Digium|Asterisk World*; *StartupCamp*; *MSPAlliance MSPWorld* and more! Visit [TMC Events](#) for a complete listing and further information.

For more information about TMC, visit www.tmcnet.com.

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