

Newmetrics Announces General Availability of Data Management Solution for Customer Contact Centers

Based on Microsoft .NET and SQL Server technology, CENTREfuge is the first Enterprise Data Management Solution built specifically for Customer Contact Centers.

Saint Louis, Missouri – April 24, 2006 – Newmetrics, an early market innovator in the area of Contact Center Data Quality Management Solutions, today announced general availability of their new product for assurance of Quality Data for Customer Contact Center Management.

Built upon Microsoft technology, Newmetrics flagship product – CENTREfuge 3.0 unifies underlying customer contact data into a single consolidated view. Islands of information from systems such as ACD, IVR, CRM, Work Force Management, Quality Monitoring, and e-learning are collected, cleansed, normalized and aggregated to provide a comprehensive data management and presentation system for today's complex contact center environments. The result is a HIGH DATA QUALITY platform that decision makers have confidence in – meaning the information is reliably received, faithfully interpreted and is therefore relevant to the task of managing the customer contact center.

About CENTREfuge™

Utilizing next generation ETL and SOA technology, CENTREfuge provides real-time and batch data movement capabilities, as well as native interfaces to the metadata of packaged automatic call distribution(ACD), integrated voice response/speech platforms, work force management (WFM), quality monitoring (QM), customer relationship management (CRM), human resource information systems (HRIS) and other contact center applications. It provides a highly productive single environment for anticipated data integration needs. Additionally, it incorporates data previewing and profiling capabilities.

Server Side

CENTREfuge™ Server software runs on Microsoft Windows 2000 Server or Windows Server 2003. CENTREfuge is built using Microsoft's .NET framework and utilizes SQL Server as the primary data repository.

Client Side

CENTREfuge™ Client is a web server interface that allows full access to CENTREfuge™ functionality from a standard web browser. The system's user interface offers context menus and user-defined views.

For technical specifications of server and client software, refer to the latest CENTREfuge™ Technical Fact Sheet.

About Newmetrics

Newmetrics is the customer contact industry's Data Management and Performance Management solution source. Newmetrics' technology aggregates disparate systems into a unified view which helps organizations gain better insight into their contact centers, improve decision making, and optimize performance. The company's Data Consolidation Management platform, CENTREfuge™, offers the customer contact center industry's most advanced and complete platform for data consolidation, performance management, planning, reporting, query and analysis. Newmetrics Corporation is a contact center solutions provider established in 1992 and is headquartered in St. Louis, Missouri. Visit them at <http://www.newmetrics.com>

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