

2PM Technologies Help Mobilise Talisma's European Sales Force

Submitted by: Fullbrook Consulting Group

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Nottingham, Tuesday 15th July, 2003 – 2PM Technologies Help Mobilise Talisma's European Sales Force

Talisma Europe, part of Talisma's global CRM operation, has now enabled its Sales Force with an 'email anywhere' solution, allowing staff to stay in ultimate contact with their clients and prospects alike. The ASP solution, called RAMS (Remote Access Mobile System), has been provided by Irish based company, 2PM Technologies.

Kevin Astill, Talisma's European Sales Director commented, "As a CRM organisation, Talisma is extremely focused on providing exemplary customer service to all of our clients and prospects alike. By using RAMS we're now able to stay in touch, no matter where in the world we are... We have the ability to even specify particular people as priority senders and receive an SMS alert notifying us each time they send an email"

RAMS is primarily aimed at email users who have a mobile phone, although messages may also be accessed from either a landline or from a web-enabled device such as a PDA or through an Internet café. Importantly, subscribers require no additional hardware, software or airtime contracts and their access to email does not breach their corporate firewalls and remains PIN-protected, for security. One big advantage of RAMS is that it also retains the corporate identity of the subscriber, hence their responses do not have to come from an alias address and therefore the service remains transparent to recipients.

When using the telephone to access emails, the RAMS voice portal reads emails to the subscriber using a sophisticated text-to-speech engine and allows users to remotely and immediately manage their email - for example deleting, replying, forwarding or even sending attachments to a local fax machine simply by selecting menu options.

Astill said, "The RAMS solution has already enhanced productivity within our sales force, now allowing us to maximise travelling time by being able to listen to our emails over a mobile phone and even send replies. Most people now come to expect prompt replies to emails; with RAMS we can ensure that we respond without delay....Our clients love it".

About 2PM Technologies - www.2pmtech.com

2PM Technologies Limited, founded in 1999 and with offices in Plymouth and Crawley (UK) and Athlone (Eire), is a market leading messaging company building converged solutions ranging from talking email to the next generation of mobile and fixed line applications.

About Talisma - www.talisma.com

Headquartered in Seattle, Talisma has more than 500 employees with offices in India, Europe, Asia and the U.S. The company has a rapidly growing list of customers including Microsoft (MSFT), Dell (DELL), Real Networks (RNWK), Click2Learn (CLKS), Air Products (APD), United Business Media (UNEWEY), Business 2.0, TechRepublic/CNET (CNET), Time Life Inc., MSNBC, Cooper Tires (GTB), The Red Cross, EMI, Mexicana Airlines, Tupperware (TUP), World Wrestling Entertainment (WWE) and BlueNile.com. Talisma is privately

held with investments from Oak Investment Partners, Madrona Venture Group, Paul Maritz, SeaPoint Ventures, Cedar Grove Investments and The Carlyle Group.

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