

EXONY CEMENTS POSITION AS KEY SUPPLIER OF OPTIMISATION & CONTROL SOLUTIONS FOR CONTACT CENTRES WITH BT DEAL

Submitted by: Prodigy Communications

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BT to Supply Exony 3.5 to Contact Centre Customers

July 1st 2004: Exony, the leader in optimisation and control solutions for contact centres, announced today that BT has agreed to use its current and next generation call centre management software solution Exony 3.5 in virtual contact centre solutions for its business customers. Provision of the Exony solutions will ensure BT efficiently delivers intelligent and intuitive virtual contact centre services for its business customers.

"BT's decision to use Exony 3.5 with its business customers is testament to the quality and effectiveness of our product," said Andy Seager, Exony VP marketing. "We already supply contact centre optimisation and control solutions to the majority of the tier one operators so the BT agreement cements Exony's position as key supplier to all of the UK's major telecommunications companies in this field."

John Short, BT spokesperson said, "As a managed service provider providing virtual contact centre environments to its business customers, BT wanted to provide the best contact centre services available on the market. In Exony 3.5, Exony has given us a cost effective solution that is capable of providing detailed management information for our clients."

BT made its first customer deployment of Exony solutions in May 2004.

Further product details and downloads on Exony 3.5 and Exony 4.0 can be found on the Exony website at www.exony.com.

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About Exony

Exony is a market leader in optimisation & control for hosted and networked contact centres. Exony provides tools and services that optimise service delivery; balancing operational cost with business value and customer satisfaction.

Exony products offer reporting and analysis capabilities specifically designed to cope with the challenges of managing complex topologies that span the hosted-customer premise divide. Exony also provides capability that securely integrates network hosted Interactive Voice Response (IVR) and Speech applications with business systems to empower a new class of customer self-service programs.

Exony is present in all the major operators in the UK servicing some of the UK biggest brands in Retail, Finance and Transport.

About BT

BT Group plc is the listed holding company for an integrated group of businesses providing voice and data services in the UK and overseas, particularly in Europe, but also in the Americas and the Asia Pacific region. British Telecommunications plc, a wholly-owned subsidiary of BT Group plc, holds virtually all businesses and assets of the BT group.

BT is one of Europe's leading providers of telecommunications services. Its principal activities include local, national and international telecommunications services, higher-value broadband and internet products and services, and IT solutions. In the UK, BT serves over 20 million business and residential customers with more than 29 million exchange lines, as well as providing network services to other licensed operators.

BT consists principally of three lines of business:

BT Retail, serving businesses and residential customers and including BT Openworld, one of the UK's leading ISPs.

BT Wholesale, providing network services and solutions within the UK, including ADSL, conveyance, transit, bulk delivery of private circuits, frame relay and ISDN connections.

BT Global Services, BT's managed services and solutions provider, serving multi-site organisations worldwide. Its core target market is the top 10,000 global multi-site organisations with European operations.

There are a number of other businesses within the BT group, including BT Exact, an internationally renowned centre of excellence in IT and networking technologies. It is also BT's technology and research and development business.

In the year ended 31 March 2004, BT's turnover was £18,519million with profit before goodwill amortisation, exceptional items and taxation of £2,016million.

For more information, visit www.bt.com

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