

# Tatara Systems Appoints Vice President of Channel Sales to Lead Femtocell Partnership Initiatives

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FOR IMMEDIATE RELEASE

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Experienced Sales Leader Joins Growing Femtocell Convergence Company

June 23, 2009 – ACTON, MA – Tatara Systems, the leader in SIP-based femtocell convergence, today announced the appointment of Gerry Cafaro as vice president of channel sales. Charged with accelerating Tatara's global expansion through partnerships, he is responsible for the company's channel sales strategy. Key elements of the strategy include strengthening existing partner relationships while growing Tatara's partner ecosystem to assist in driving sales initiatives.

With over 20 years of sales and marketing management experience in the telecommunications industry, Gerry has been a highly successful executive and sales leader in companies that include AT&T and Lucent Technologies. Most recently, he was the national sales vice president of strategic accounts for Alcatel-Lucent. Under his leadership, Gerry's strategic account segment closed multiple \$100M+ contracts. He holds a B.S. in Marketing from Jacksonville University, Jacksonville, FL and a M.B.A. in Marketing from Fairleigh Dickenson University, Florham Park, NJ.

"With increasing market demand for Tatara's SIP-based femtocell convergence solution, we recognized the need to expand our channel program with additional resources to further enhance partner and customer relationships," stated Marc Cremer, executive vice president of operations for Tatara Systems. "Gerry will be an extraordinary asset to our team as we look to our channel strategy as one of the key components that will aid in maintaining Tatara's rapid growth. His proven success and extensive experience will take our channel business to the next level."

About Femtocell Technology:

Femtocells have the potential to extend the reach of a mobile operator's network into homes, and enterprises, positively impacting the customer experience for millions of subscribers by enhancing coverage, and providing capacity for bandwidth hungry applications. Tatara has staked out an early leadership position in this market, as the first vendor to deliver a SIP-based solution for femtocell network integration. As noted by most industry analysts, IP-based femtocell deployment is the only method that offloads the legacy mobile core infrastructure, thereby providing the capacity needed for 3G service delivery and enabling operators to recognize substantial cost savings through OPEX and CAPEX optimization.

About Tatara Systems:

Tatara Systems is the leader in SIP-based femtocell convergence, supporting both IMS and pre-IMS

standards based architectures. Tataras's cost-effective, highly scalable and future-proof approach to femtocell deployment provides seamless integration with the legacy network plus enables operators to deliver next-generation residential and business services without re-engineering the incumbent mobile core. The Tataras Convergence Server solution provides service interworking; delivers unified voice, messaging and data services; and provides uniform calling and feature plans across diverse networks. Tataras is working with its customers and partners to speed the deployment of femtocells worldwide. For more information, visit [www.tatarasystems.com](http://www.tatarasystems.com).

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