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PRESS RELEASE

Strata advises Aurix on its sale to Avaya

19th October 2011: Avaya Inc, a global provider of business communications and collaboration systems and services, acquired Aurix Limited, a global provider of speech analytics and audio data mining technology.

The acquisition will help enhance the availability and accessibility of speech recognition and analytics solutions for the contact centre market.

Aurix, with origins in the UK Ministry of Defence/QinetiQ, benefits from over 30 years of R&D into speech related technology. Throughout Aurix's history, the business has been committed to investing in R&D and developing proprietary IP to stay at the leading edge of its sector.

Through the acquisition, Aurix a UK based company becomes a wholly owned subsidiary of Avaya and will continue to provide its solutions through its established global network of OEM, VAR and Reseller channels. In addition, Aurix technology will be incorporated into Avaya Aura® and other solutions in Avaya's Customer Contact and Unified Communications portfolios.

"This move will enable us to provide enhanced solutions that extract business intelligence from voice interactions, for those wanting to gain operational efficiencies, to improve the mitigation of business risk and to create competitive advantage," said Peter Rogers, CEO, Aurix. "The synergies in our business approach and use of open architectures mean that our combined channel partners and customers will benefit from advanced solutions that will lead the market in customer contact and unified communications."

"The value of document search engines is widely understood. There's another dimension of data that is largely untapped, however, and that is the information exchanged through spoken interactions," said Brett Shockley, Senior Vice President, Corporate Development, Innovation & Strategy, Avaya. "Aurix's technology will enable Avaya's customers to quickly find the interactions that can impact their ability to attain high customer satisfaction and increase revenue generation. The analysis of these interactions can drive enhancements in processes that advance their business objectives."

Aurix Limited was exclusively advised by Strata Partners.

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