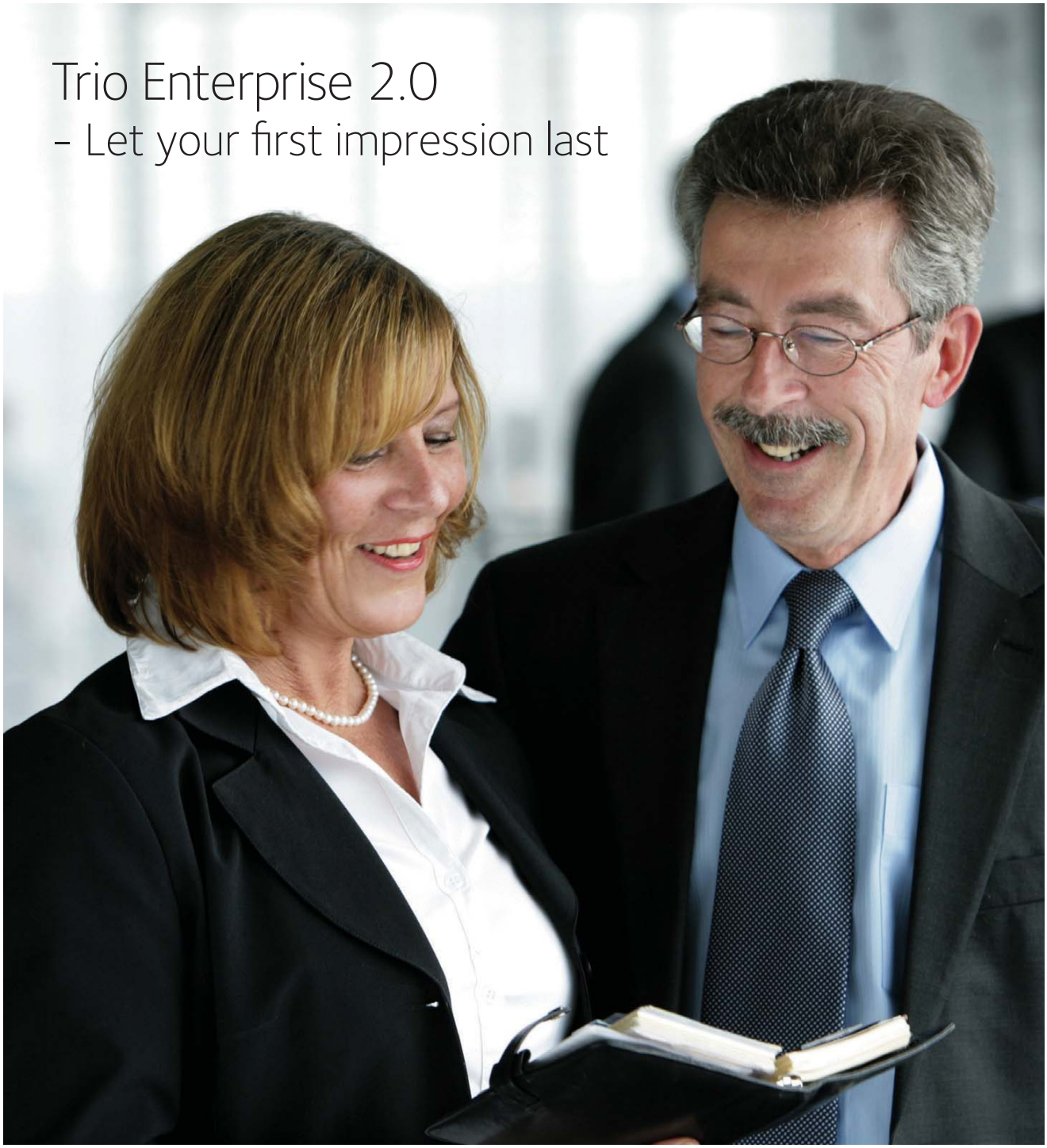
ISSUE NO. 2 -2007

TRIONEWS



CEO - We have put the individual back in the driver's seat again **Trio Profile** – Rolf Pape **Trio Enterprise 2.0** – Let your first impression last **Interview** – Peter Bonde, CEO Telenova **Customer Case** – Alm.Brand **Development partners** – Microsoft and Trio **Trio Party** – Customer events in Sweden and Norway **Calendar 2007** – See what is happening at Trio

We have put the individual back in the driver's seat again...

Trio Enterprise 2.0 - a New Concept, a Fresh Beginning

Many people have felt and still feel stressed in their work lives as well as their personal lives. The fast technological development - comprising the internet, laptop computers and other means of "accessibility gadgets" - continue to increase the pressure on many of us.

This is one of the incentives for the prioritizing of our product development the last eighteen months. It is now extremely important to take advantage of the possibilities offered by the new technology - we now have the chance to put the individual back into the driver's seat. With the new technology, we as individuals can take back control of how we wish to be contacted, by whom and in which way - regardless of where we find ourselves geographically.

All our products are now moved to a common software platform, which in addition is PBX and supplier independent. We address companies that focus on improving their customer service, irrespective of method of contact, companies who also wish to make their internal communication more efficient.

Another positive result of new technologies and advanced solutions is the fact that it gives the company ample possibilities to let the customers themselves contact them, choosing the way they prefer - whether it be via chat, fax, e-mail or an ordinary phone call. The technology also lets companies handle these different kinds of contact methods with an intelligent software support, which will ensure advanced queue handling, personal identification and someone who remembers what the client asked for last time.

When, in addition to this, a "Marketing Machine" such as Microsoft enters into the part of the market often referred to as "person-to-person-communication" within telephony, this will substantially increase business opportunities within the segment. Something we as leading niche player obviously both benefit from and look forward to.

On the following pages you can read about why we at Trio Enterprise look into the future with such confidence.

Michael Stubbing
CEO – Trio Enterprise

Trio Enterprise 2.0 – Let your first impression last

Trio integrated its three products; Trio Present, Trio Agent, and Trio Visit into one product suite. Our customers discovered the sum of these was much more than three.

Our customers wish to provide better service, and aspire to more collaboration internally to better utilize their resources. They want their employees to be empowered with real time information at their fingertips. To put it squarely, they need Trio Enterprise.

Some customer benefits

- Handle all type of customer contacts
- Telemarketing function
- Correct prioritizing of tasks
- Skill based routing
- Advanced statistics
- ASR and IVR functions

Free seating

In a dynamic environment companies needs to form virtual teams across geographical location and departments. We have come to expect more flexibility and that our work environment should be available no matter where we are; at the office, on the road, or when working at home. You can use our Agent or Attendant client on any PC connected to the company network, directly or through a VPN connection, regardless of what type of phone you are using. This gives you flexibility to distribute service to any office location, home office or department. With the real time statistics you can monitor agents and overall service levels real time no matter where they are located. Our customers love this new flexibility saving time and money for them; here are some comments from our customers:

"Now I can work when I'm stuck in traffic, or when I'm home taking care of sick children"

"We can easily have anybody step in if we need more resources or need to cover for someone that is sick"

"Before we lost sales when we were unable to handle the increased customer contact level during sales campaigns, now we can use the entire organisation and answer all customers."

The new attendant

In TE 2.0 we released a new attendant client. The aim was to have one common client for all PBX's even in hybrid environments. The attendant service can interact with the contact centre part of Trio since the new version is now integrated. This makes it possible to see queue status before the attendant transfer calls to the contact center queue. Also, the callers will be prioritized and credited the queue time spent in the attendant queue. Contact centre agents can act as attendant, either as an overflow or take over the attendant functionality altogether.

Here are some of the new features:

- Set up as many different attendant queues as you like. Every queue can have own queue message, estimated queue time and place. Furthermore, you can have different opening hours and scheme for each and every queue. Set up schedules for working hours, weekend handling, and holidays. Set up a schedule for the entire year.
- Priority of callers in queue. It's possible to prioritize callers in the same way as at the contact centre.
- Mobile handover to transfer your calls. Used for manning the attendant calls when you have to pick up the mail, fill up the printer with paper, get some coffee and other small tasks that takes you away from your work desk.
- Recording inbound call messages
- Advanced Statistics. You can choose between a web based statistics client or an advanced statistics in xls format.

Queuing and statistics for visitors!

The Visitor handling system's main function has been to print badges, monitor visitors, and handle parking. Learn how Trio has integrated the visitor system into TE 2.0.

Consider this normal customer situation. The service center agent uses an agent application, receiving different types of tasks. When receiving visitors the agent has to quit the application while helping the customer visiting. Having to handle calls and e-mail in one client and visitors in a different tool can be frustrating to the agents. Furthermore, there is no reliable data indicating service levels or how much resources is spent on the customer visiting as compared to answering calls or email. It's impossible to calculate the best manning of the service station.

By integrating our visitor system, the customer could type in their name and the service they were after using the self registration client. They will be then placed in the correct queue. In Trio Enterprise you can prioritize different tasks; visitors are prioritized higher, so that they take precedence over calls and e-mail. When an agent is assigned a customer, the client's name pops up and we can pop a CRM or ERP application. Using the Trio Enterprise system for all types of contact will give the customer a real 360 view of their service level and a tool to better plan resources and manning levels for the service center.

Trio Visit is a product that can be implemented as a traditional visitor handling system. Naturally, our visitor system offers the latest features in visitor management based on the same Enterprise server and the same Present directory. Trio offers automatic notification to the visitor's host through SMS and e-mail, containing name and number. In TE 2.0 version there is possibility to have the visitor's picture attached in the notification e-mail, making it easier to identify your visitor when meeting him/her at the reception.

Trio Visit functions

- Register and monitor visitors
- Handles several entrances/exits
- Automatic notification through SMS and e-mail
- Pre register visitor (web client for employees)
- Statistics
- Visitor in contact center queue

Trio Enterprise Party at Hamburger Börs in Stockholm

Trio has celebrated the start of this fall together with customers, consultants and partners at Hamburger Börs, at our annual Trio Enterprise Party. The arrangement – last year taking place at Nordiska Museet – was once again a very successful event, which we would love to run again next year. After a short presentation of the Trio Enterprise Concept, guests could choose between five different demo stations, where among other things news on Attendant, Web and Agent clients were shown.

The last speaker of the conference, Per Naroskin, talked about how to obtain a balance in life, and the importance of maintaining a specific speed, called "Steerageway*" by sailors, for individuals as well as for organisations within the company. After the conference the evening was continued with dinner and entertainment in true Rock n' Roll spirit. Congratulations to Christer Nordell, Elfa AB, who won the Trio Enterprise competition!
Some pictures from Hamburger Börs:

* The minimum rate of motion needed for a vessel to be maneuvered

Trio Release Party at Latter in Oslo

Only a day after the Trio Enterprise Party in Stockholm, nearly one hundred Norwegian partner representatives gathered at Latter, Aker Brygge. During the afternoon, among others, the new Trio Enterprise version and a product roadmap were presented by Stefan Gustavsson and Kjetil Bakkeskaug. The evening continued with dinner and after dinner some of Norway's best Stand Up Comedians, Baste Bolstad, Jonna Støme, Jan Rune Holdhus and Dag Sørås took over the stage. A special thanks to everybody joining the Trio Release Party at Latter.

Trio Enterprise and Microsoft Office Communication Server (OCS)

Trio has had a long development relation with Microsoft with products like, web client on ISS, calendar connections and e-mail integration for Exchange.

In TE 2.0 we also integrated Task into the Agent queue. This new integration makes possible to all agent in the company's contact center to define different tasks and even attach documents. These tasks will be then placed into the same queue as calls, faxes, web chat sessions or visitors and make planning, prioritizing and follow-up easier.

Microsoft OCS is a software based PBX, based on IP-telephony. With the TE 2.0 we implemented further IP telephony support based on SIP trunk something that makes a connection to MS OCS ideal. This enabled us to deliver most of our product to a standalone MS OCS or deliver system where the customer are using MS OCS in a hybrid environment with the existing PBX. But the OCS is much more that than a traditional PBX with instant messaging, presence and soft phones more possibilities emerge. Trio plan to have an integration package in the spring of 2008 that fully takes advantage of the possibilities in the OCS.

Microsoft®

telenova

Telenova – a New Partner in Sight for Trio Enterprise

- We are a small and committed group of people, working passionately and wishing to maintain good and long term relations with our customers. We learn about our clients' work habits, and thus identify a couple of key areas that we can help the client with. This is said by Peter Bonde, founder and owner of Telenova, a company offering advanced telecommunication solutions, to simplify their customers' work life.
- It often works out as customer adaptations and very close cooperation. We don't sell "gadgets" we sell happy employees, shorter answering times and better customer service.

Ericsson in Focus

Peter Bonde has been in the Telecom business since 1983, and has had the opportunity to work at both Ericsson and Telia. In 2003 he founded Telenova, today employing ten people, with three more salespersons starting up. The company has offices in Stockholm and Gothenburg, and their clients are to be found in all sizes and all kinds of businesses. In addition to sales staff, the company employs their own technicians offering customer training and support. For installation of systems, external installation partners are utilised.

Since Peter has a background within Ericsson it came naturally that the company specialised in Ericsson's switchboard, and solutions that support the Ericsson platform. Telenova has good and close relations with Ericsson, since the company is the sole retailer focusing entirely on Ericsson's products.

Roles are Changing – As are Demands

Telenova often sells complex solutions, and there are a number of functions often required by customers, e g a centralized attendant function. The handling of customer contacts needs to be fast and professional, meaning an integration of business and CRM systems is often required. Mobility and the desire to have one single telephone number is something Telenova sees as continuously more important to the companies.
- We see that the traditional role of the switchboard attendant is being changed within the companies. Everybody is looking for more cost efficient solutions, and good customer service has become an important success factor in today's competition.

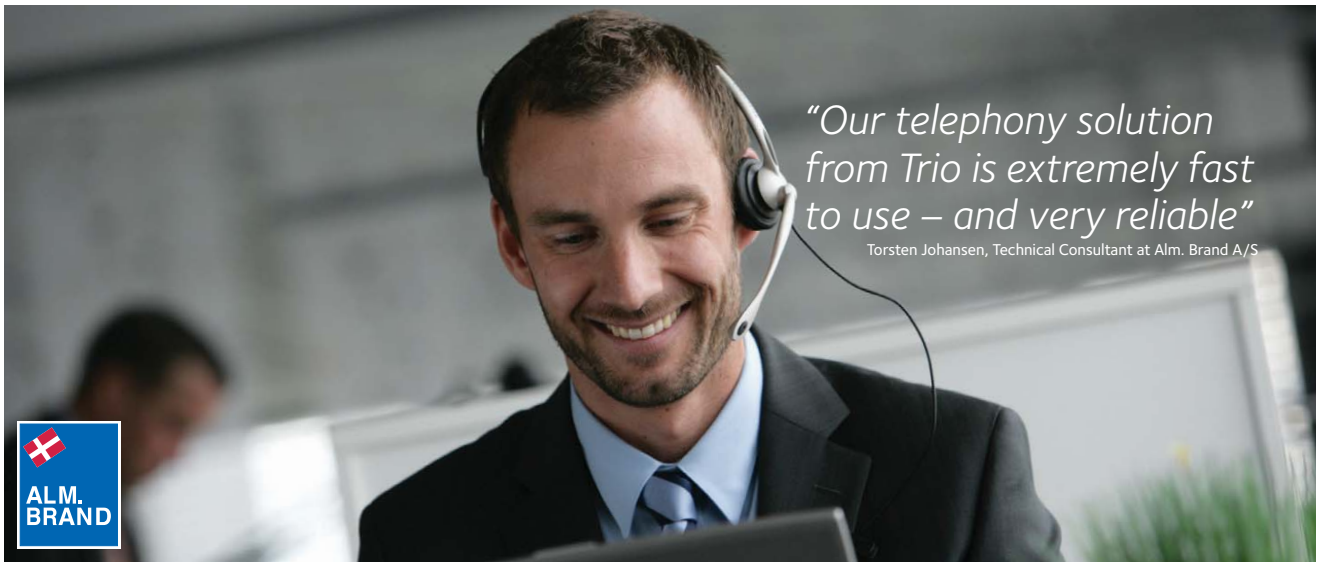
- There are many high-end solutions today, but simplicity and user friendliness is lagging behind. Users don't want to learn new systems and simply become frustrated by all gadgets. They long for a more humane solution, with a simpler surface but more sophisticated underneath.

Trio as a Business Partner

- We were impressed with Trio's way of thinking and their concept. The integration of attendant and contact centre functions, as well as the handling of all customer contacts using one single tool is absolutely right today, as is offering voice directed services. Now that we have finished all certification it is time to invest more in the cooperation between Trio and Telenova. We love that Trio offers a platform independent system, since this means more potential customers and an expanding market for us.

What does the future look like?

– We're following two path for the future. The first one is to develop existing and new clients when it comes to customer based solutions at Ericsson and the Trio platform. The second one concerns our own hosted solution. Today we have approximately thirty customers there, and we're hoping that both the number of hosted clients and the number of services utilised by those clients will increase considerably within the next couple of years, says Peter Bonde.



Alm. Brand i Danmark använder Trio Present

When you call +45 35 47 47 47 to the finance and insurance company Alm. Brand, in Denmark, you will be greeted by a pleasant male voice, offering six options: Press '1' for theft and damages, '2' for sales/companies, '3' for sales/private, '4' for banking, '5' for pensions and '6' for the operator.

If you press 1, 2, 3, 4, or 5 you will be connected directly to the department you have chosen, without help from the switchboard. And if you press 6 – which is the choice of about ten percent of the 6 – 7 000 people calling each day – your call will be forwarded and receive personal service by one of Alm. Brand's four attendants.

Almost never any queue time

Here you will receive fast and efficient service quickly forwarded to the right person, without standing in queues or any waiting time, says Torstein Johansen, technical consultant at Alm. Brand.

"Our telephony solution consists of a Trio Present system, which is connected to our PBX-switchboard. It is constructed as a client server solution with four PC-workplaces here at the head office, with high-speed connection to a central server placed at the IBM centre at Bröndby. These four clients have a really nice looking, graphical user interface which allows the telephone operators to forward the calls to the right person. We have almost never any queue to the swithcboard, and therefore we can offer customers a very high service level. Our goal is to answer 90% of all calls to our switchboard, and that goal has been reached so far."

Updating from HR systems

Names, positions, telephone numbers, e-mail addresses etc of all employees are saved in the Trio Present system and this information is updated every day through a file transfer from Alm. Brand's Lotus Notes based HR solution. When an employee is absent due to a meeting, sickness or vacation, the person sends an e-mail to the switchboard, and the information will be updated in Trio Present database.

Thanks to this the Trio Present solution at Alm. Brand contains all the information needed for the four attendants to give the best service possible to callers:

Who works at Alm. Brand?

What are their areas of responsibility within the company?

Where are they right now? – And if they are absent: when will they be back?

Information to employees

When calls are made to employees i.e. on vacation or at lunch, this absence information is quickly shown on the screen, together with the e-mail address of the employee, as soon as the operator finds the name in the register. The person calling can either leave a voice message to the employee, or receive his mailing address. The operator can also take messages and quickly forward them to the employee via e-mail.

The Trio Present system was supplied by a Trio partner, TDC, who also take charge of customer support. It was also TDC who recommended Trio Present as the most suitable solution available on the market, says Torsten Johansen.

In spite of the high standard of functional reliability the old switchboard was kept as a back up, ready to be taken into use in case the Trio system should be struck by operating failure. But we have never had to use it, says Torsten Johansen:

"I simply cannot remember the last time our Trio system failed, and the few times it's happened it's always been as easy to restart as a computer."

Upgrading of the Trio solution

By the end of 2007, Alm. Brand's Trio solution is scheduled to be upgraded to the latest version of Trio Present, with a number of new functions, e.g. a direct link to the Lotus Notes Calendar, so that meetings that are booked in the calendar are continuously entered into the Trio system.

Trio Present with:

- 3000 database licences
- 4 attendants with their own personal welcome message
- Integration with Lotus Notes Calendar
- Service module for import of personal data

Alm. Brand is one of Denmark's largest finance groups, with business within damage insurance, life insurance, private and business banking as well as pension funds. The group has its head office at Midtermolen in Copenhagen's harbour and additionally has 25 local offices around the country. With their more than 1 800 employees Alm. Brand supply almost 500 000 Danish households with their services. Alm. Brand was founded in 1792, and hence is one of Denmark's oldest companies.

The group consists of seven companies. Alm. Brand banking, Alm. Brand Fortune, Alm. Brand Henton, Alm. Brand Invest, Alm. Brand Finance, Alm. Brand Pledge. All companies share the same head office, the same telephone number and the same switchboard – Trio Present. The group's turnover in 2006 was nearly 7 billion DKR.

SVERIGE
PORTO BETALT
PORT PAYÉ

Trio Profile:
Rolf Pape

Employed at Trio since:	1 februari 2006
Age:	48
Lives:	Kolbotn, just outside of Oslo
Family:	Married, with two children
Work at the moment:	As senior sales support technician
Book last read:	The Da Vinci Code
Secret talent:	It's very secret indeed!
Favourite hobbies:	Genealogy, his boat, and amateur carpentry

Rolf in the telecom business...
- After graduating from Oslo Technical College, Rolf began his career in the telecom business in 1980, as a technician with the national Norwegian telephony supplier Televerket in Oslo. After five years he went on to work at TBK/Telenor and functioned as service technician on the Nortel platform, and also with the Trio forwarding system. After 1995 Rolf worked at Telia a couple of years, then at Enitel as a service engineer and thereafter at Nordic Voice competence and Ementor.

What major changes have you experienced while you've been in this business?
-Since I entered the business in the 1980's a lot has happened, both regarding technology and to do with structural changes within the business. I started out with The Present software as early as 1988. Back then the hardware was called PDP and MicroVax from Digital. That changed into SCO Unix and today we have client server applications on the Windows platform, together with Trio Present. Over the years I've been working, an amazing development in capacity and speed in servers and computers, as well as in hard drives has taken place. Last but not least, IP telephony, which everybody thought would take over the market as early as the 90's, but not until now has become a volume-selling product.

What do you see as the greatest challenge for companies today?
The biggest challenge today is probably to choose sustainable solutions, that provide profit and flexibility. Also, companies need an infrastructure that allows for the demands put by these new solutions. One good example is QoS (Quality of Service) to be able to implement IP telephony where both data and speech is to be transported through the network.

What is important to consider as a customer when deciding on a new solution/supplier?
You should choose a solution that ensures all needs of the final user are met. The younger generation wants an increasing amount of Internet services and voice navigated applications, and may not necessarily choose personal support. The older generation on the other hand ask for more personal service and the comfort of talking to a real person. You should pick a stable solution that at the same time is flexible enough for tomorrow's needs.

What do you think is Trio's strength?
- We can deliver sustainable and flexible solutions like Trio Enterprise. We also get many positive comments from people who have been in contact with Trio's customer support. That's excellent proof we're taking good care of our customers.

Calendar 2007

Sweden

24-25 October
Nortel User Group
Norrköping, Sweden

16-17-23-24 October
Cisco, Cygate and Trio Road Show
Umeå, Borlänge, Göteborg and Stockholm

6-7-8 November
Cisco, Cygate and Trio Road Show
Malmö, Nyköping and Jönköping

13-14 November
Cisco Expo
Grand Hotel Stockholm, Sweden

27-28 November
Alcatel User Group
Stockholm, Sweden

Norge

27-29 September
Brum User Group
Color magic, Norway

9-10 October
Nortel User Association
Quality Hotel Tönsberg, Norway

25-26 October
Service Conference
Thon Hotel Oslo Airport, Norway

Danmark

4-5 October
Nortel Bugergruppedage
DFDS Seaways M/S Crown of Scandinavia, Denmark

20 November
IDC IP Telephony Conference
Copenhagen, Denmark

For further information on current activities and events, please visit our web site: www.trio.se.

About Trio Enterprise AB
Trio Enterprise is part of the Teligent Group. Teligent works mainly with solutions and applications focused on the mobile operator market. Within the framework of Trio Enterprise, systems aimed at large and mid-size companies are developed.

Trio Enterprise solutions allow management of all customer contacts by a single system. The solution features contact-center and automatic-voice services as well as presence- and visitor-management systems.

Trio Enterprise is operative in Sweden, Norway and Denmark.

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