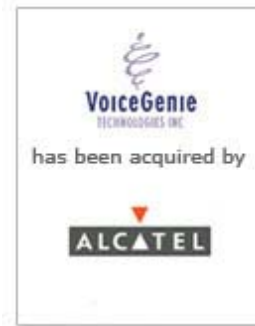


## Alcatel's Genesys Acquires VoiceGenie

*"VoiceGenie is the perfect choice for Genesys to strengthen its leadership in the self-service industry by bringing an incredible pool of talent, complementary technologies and partners."*

- **Wes Hayden**, president and CEO of Genesys



### Overview

VoiceGenie is a leader in voice self service solutions, with a strong position in the worldwide Voice Portal market serving some of the largest carriers and application service providers (ASPs), including Verizon, AT&T, and Orange. VoiceGenie began a search for a strategic partner that could rapidly address the global market and establish the underlying open standard, Voice XML, as a universal platform.

### Pagemill Engagement

The Communications team at Pagemill Partners provided advice and assistance to VoiceGenie throughout the transaction. With deep expertise in communications and strong relationships with all the major players, the Pagemill team set out to find the most likely prospective acquirers.

Pagemill knew that one company in particular, Alcatel Genesys, would be able to leverage the technology and customer relationships of VoiceGenie. The team well understood the potential synergy with VoiceGenie, and was able to demonstrate the huge potential of a strategic relationship.

### Pagemill Delivers Results

The combination of the two companies will make Alcatel's Genesys the undisputed leader in a fast-developing market that is expected to double in the next three years, with nearly one-fourth of the market, almost two and a half times the size of its nearest competitor. VoiceGenie anticipates working closely with Genesys to build the market leader, with global scale, and establish Voice XML as a universal platform.