



press release  
Paris, 5<sup>th</sup> February, 2007

## Orange Business Services releases its latest Etrali Voice

**5<sup>th</sup> February 2007, Paris: Orange Business Services, leader in unified communications solutions dedicated to the trading community, announced today the release of Version 36 of its Etrali Voice Platform (formerly Etradeal). Also announced the introduction of enhancements to the Advanced Call Functions (ACF).**

Commenting on the release, Philippe Parenton, Product Manager, Orange Business Services said: *“There is increasing demand for free movement of information and personnel between locations, driven by a more globalised approach to doing business as well as disaster recovery concerns. With V36 we are introducing enhancements to user functionality, connectivity, management and maintenance that further facilitate free-seating and information sharing at a global, enterprise-wide level.”*

To facilitate trader’s mobility (free-seating), V36 introduces automated international dialling from any location, and enhanced conferencing capabilities to meet the needs of globalised operations by enabling conferencing between multiple sites.

Every turret now comes with all the available languages embedded - including English, French, German, Greek, Japanese and Arabic. Traders can therefore configure any workstation to their own settings within minutes, using the proven Etrali touch-screen technology.

V36 also contains powerful new tools for administrators. Individual traders’ views can now be restricted to the SDNs assigned to their group, facilitating the creation of Chinese walls, and simplifying traders’ directory searches.

Additional benefits of V36 include:

- Smart low-cost routing providing international calling at local rates
- Up to three IP addresses per turret
- Easy transfer of directories between systems using LDAP (Lightweight Directory Access Protocol)
- Easier upgrades through remote downloading of software, reducing intervention time and minimizing disturbance of traders.

Also announced today are enhanced ACF or Advanced Call Functions. ACFs are browser-based tools designed for use on a PC alongside Etrali turrets, providing a richer interface with data such as call history and directory searches. Functionality includes LDAP directory searches and the capability to establish, edit and delete broadcast groups. Enhancements due to roll out in 2007 include active configuration displays and the capability for traders to edit their own configurations.

*“ACFs provide traders with an enhanced user experience without the need for installing software on their desktop,”* said Product Manager Oliver Bradford. *“They also enable us to be more responsive to functionality requests, by rolling out enhancements independently of the annual systems upgrades.”*

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### About Orange Business Services

Orange Business Services represents the business communications solutions and services provided by the France Telecom Group as of June 1st, 2006. They were previously sold under the France Telecom, Orange, Equant, Etrali, Almerys, EGT, Expertel Consulting, France Telecom Intelmatique, SETIB and Solicia brands.

The offers include converged voice, data and mobile services as well as IT expertise and managed services, all designed to transform business processes and improve productivity. Orange Business Services is present in 166 countries and territories and serves customers in 220.

Orange Business Services - Trading Solutions unit is the leading provider of unified communications solutions to the trading community. Celebrating more than 40 years in business, we provide our customers with choice and control over their technology, including the Etrali Trading System, our open-voice trading platform, a range of terminals - the Etrali Mach and Vision families, and interworking solutions for recording and PBX telephony. All our platforms are powered by a suite of management software - the JadeSuite - and a suite of computer telephony integration solutions, the CTI Suite. We also offer international connectivity services tailored for secure transmission and free-seating and support the lifecycle management of systems and connectivity with a full range of customisable services designed to fit client requirements - whatever their size.

Our systems, connectivity and services are recognised throughout the industry for their technical superiority, reliability and functionality. In an independent report, Orange Business Services - Trading Solutions was confirmed as providing the best customer support in its field. We have also won an award for the most successful innovation and implementation of VoIP. We are the prime partners for more than 1,600 trading rooms in more than 48 countries.

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