



## **M5 Networks Receives INTERNET TELEPHONY® Magazine's 10th Annual Product of the Year Award**

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### **M5 Sales Engine Recognized for Outstanding Innovation**

**New York** – M5 Networks, the market leader in delivering phone system functionality as a service, announced today that Technology Marketing Corporation's (TMC®) [INTERNET TELEPHONY magazine](#), the VoIP Authority since 1998™, has named M5 Sales Engine a recipient of its 2007 Product of the Year Award. Part of M5's Voice as a Service offering, Sales Engine is an On-Demand Solution that includes a number of features designed to allow managers to track employee performance and to make sales teams more effective. Applied and configured by M5's System Design team, Sales Engine uses an intuitive online dashboard to track data such as inbound and outbound call volume as well as time and duration of every call. Sales Engine caters to sales teams in conjunction with M5's "find me follow me" capabilities via a Web interface, integration with Salesforce.com, and M5 Scribe voicemail-to-email transcription service.

"This award demonstrates M5's ongoing commitment to answering our customers' pain points with proven Voice as a Service technology," said Dan Hoffman, president and CEO of M5 Networks. "Sales Engine provides our customers with the means to transform data from their voice systems into insightful reports that deliver real business value. M5 is honored that Internet Telephony Magazine recognizes our innovation as one of the Products of the Year."

"M5 Networks has proven that they are committed to quality and excellence while addressing real needs in the marketplace. INTERNET TELEPHONY is pleased to grant a 2007 Product of the Year Award to M5's Sales Engine," said Rich Tehrani, TMC president and editor-in-chief of INTERNET TELEPHONY magazine. We're proud to honor their hard work and accomplishments and look forward to more innovative solutions from M5 in the future."

A full list of Product of the Year winners will be published in the February, 2008 issue of [INTERNET TELEPHONY magazine](#).

For more information about TMC, please visit <http://www.tmcnet.com>.

### **About M5 Networks**

M5 Networks is the pioneer of "Voice as a Service," providing a rapidly growing base of mid-sized businesses with phone system capabilities as an on-demand, managed service over an IP network optimized for voice. Voice as a Service (VaaS) includes three major components: Active Service Management, or transparent service from deployment through ongoing management and maintenance; Embedded Continuity,

or “baked in” business continuity beyond redundancy; and On-Demand Solutions: bundled features that demonstrate measurable business benefits for marketing, call center, staffing, and client service functions.

M5 Networks was named to the 2006 Inc. 500 (#272) and the 2007 Deloitte's Technology Fast 50. M5 was recognized by CRN as one of the top 15 Key VoIP Players in 2007. In addition to 2007 Product of the Year recognition for M5's Sales Engine, Internet Telephony magazine also named M5 Networks an Excellence Award Winner of 2007 for their Call Center solution. M5 has also been included on the Pulver 100 list for six consecutive years. To learn more about M5, please visit <http://www.m5net.com>.

#### **About INTERNET TELEPHONY magazine**

INTERNET TELEPHONY has been the VoIP Authority since 1998™. Since the first issue in February of 1998, INTERNET TELEPHONY magazine has been providing unbiased views of the complicated converged communications space. INTERNET TELEPHONY offers rich content from solutions-focused editorial content to reviews on products and services from TMC Labs. INTERNET TELEPHONY magazine has a circulation of 225,000 including pass-along readers. For more information, please visit <http://www.itmag.com>.

#### **About TMC**

Technology Marketing Corporation (TMC) publishes [Customer Interaction Solutions](#), [INTERNET TELEPHONY](#), [Unified Communications](#), and [IMS Magazine](#). TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 6,000 most visited Web sites in the world by alexa.com\*, TMCnet serves as many as three million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. In addition, TMC produces [INTERNET TELEPHONY Conference & EXPO](#), and [Call Center 2.0 Conference](#). For more information about TMC, visit <http://www.tmcnet.com>. (\*alexa.com is an amazon.com company that ranks Web sites by their traffic levels. Neither alexa.com nor amazon.com is affiliated with TMCnet.)

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