



GEMATECH TO PRESENT A FLEXIBLE WORKING APPROACH TO BUSINESS CONTINUITY

**- Organisations can now protect and manage incoming telephone calls
on a day-to-day basis as well as in times of crises -**

15th and 16th March 2006: At Business Continuity – The Risk Management Expo 2006, telephony solutions provider GemaTech, will be showcasing BCM & BCM^{LITE}, its business continuity solutions designed to instantaneously and seamlessly recover all of a company's incoming telephone calls should a disaster strike.

GemaTech provides a robust and resilient solution that offers continual communication. If a problem occurs with the telephone connection, calls are automatically re-directed from the sanctity of the local exchange, at which point GemaTech's powerful re-routing software is used to forward calls directed to an individual service number within a Call Centre or individual DDI basis in the case of a conventional business environment to individual employees in any remote location.

Graham Chick, Chief Executive, GemaTech, comments, "We're living in increasingly uncertain times where the number of business risks is increasing significantly. Without access to incoming calls from your customers – the lifeblood of any company – the cost to any business can be substantial, but telecoms resilience is still taken for granted by far too many complacent telecoms managers where continuity planning is concerned."

Chick continues, "The potential for GemaTech's powerful and flexible BCM & BCM^{LITE} product range is huge – especially when the ability to work from home, or at least closer to home i.e. working from remote offices, will become a necessity when planning for any kind of pandemic."

With loyal employees having to endure ever longer commutes and struggling to adequately combine the work/life balance, there is a clear requirement for flexible working opportunities. GemaTech's technology enables organisations of any size, whether they be Call Centres or conventional businesses to remotely change re-routing call plans and employee locations at the click of a mouse. Even small



organisations that prefer employees to be office based for most of the time can use this technology to more effectively manage staff time – enabling home working on the day of a doctor's appointment, for example, or in response to bad weather or possibly a rail / tube /firemen's strike.

Chick concludes, "Inherently, it is this flexible approach to business continuity that fundamentally transforms productivity within any business and avoids the massive overhead associated with time lost to day-to-day, or indeed crisis driven situations. The Business Continuity Expo is an excellent opportunity to heighten the awareness of the issues associated with business continuity planning. Companies shouldn't be complacent and investment shouldn't be put off until next year, next month or even next week."

- Ends -

About GemaTech

GemaTech designs and develops products and solutions which deliver telephony business continuity and secure voice recording by obviating telecommunication failure and aiding dispute resolution respectively.

GemaTech has over 10 years expertise in developing niche applications for the telecommunications industry. Founded in 1995, and headquartered in Guernsey, GemaTech also has operations in Basingstoke, and San Diego.

GemaTech specialise in delivering cost effective, scaleable solutions ensuring that organisations, large or small, can benefit from the deployment of GemaTech's innovative technology delivering measurable and quantifiable returns on investment.

GemaTech's unique business continuity products and services are capable of ensuring the instantaneous, seamless and total recovery of 100% of an organisation's incoming calls, the lifeblood of any company, by intelligently re-directing any number of individual DDIs to any number of alternative destinations – and activated in seconds after an invocation.

GemaTech's secure voice recording product, available as an additional module to enhance the business continuity products, enables all re-routed calls to be call recorded, as well as a stand alone product delivering a number of unique features including dual channel or "stereo" recording of all calls, ideal for dispute resolution.

GemaTech has customers across many vertical sectors, including financial services, banking and insurance and the travel industry. Some of GemaTech's key customers include, Travel Councillors, Regency Mortgage Brokers, Kudos Research, Access Accounting, Message Labs, Ultimate Insurance and Richmond Corporate Services.

For further information, please contact:

David Robson/Louise Perfect

The *itpr* Partnership

t: +44 (0)1932 578800

f. +44 (0)1932 578801

www.itpr.co.uk

davidr@itpr.co.uk