

General Motors de Mexico

Implements Altigen's Call Center Suite in Toluca, Mexico
Supporting Car Dealers and Distributors across Mexico



"The flexibility of Altigen's software-based solution will ensure we are prepared to surpass the expectations of our clients. Superior service is crucial in maintaining the leadership position General Motors has built in Mexico over the past 74 years."

*GM Call Center Supervisor
Magdalena Rebolgar Romo*

San Jose, CA – October 26, 2009 – Altigen® Communications, Inc. (NASDAQ: ATGN), a leading provider of 100 percent Microsoft-based VoIP business phone systems and call center solutions, announced today that General Motors de Mexico has implemented an Altigen Call Center solution in Toluca, Mexico. The GM call center provides product and technical support to thousands of individuals representing and servicing GM brands across Mexico. The new center was dedicated this summer in a public ceremony attended by Mexico Governor Enrique Pena Nieto.

"The service we provide after a sale is as important as the sale itself," said GM Call Center Supervisor Magdalena Rebolgar Romo. "In this dynamic and challenging market, it is important that we utilize technology that can scale and adapt. The flexibility of Altigen's software-based solution will ensure we are prepared to surpass the expectations of our clients. Superior service is crucial in maintaining the leadership position General Motors has built in Mexico over the past 74 years."

"General Motors was a perfect candidate for Altigen's software-based call center," said Altigen's Latin America Sales Manager Michael Curry. "By deploying a solution that can be managed in-house and easily scale, GM was able to cost-effectively improve its operations and ability to service customers. Altigen's Microsoft-based technology will also allow GM to integrate the call center with a planned Microsoft Exchange 2007 upgrade and take advantage of Microsoft's new unified communications functionality."

The solution was implemented by iFone, Altigen's call center partner in Mexico since 2003. "We support over 80 call centers and thousands of agents using Altigen," said iFone Managing Director Antonio Trevino. "In our discussions with General Motors, we were tasked with creating an end-to-end solution that would improve their capabilities while cutting costs. Since opening this summer, the call center has expanded from 70 to nearly 100 agents. As the economy improves, we expect to continue to cost-effectively add additional agents and supervisors. As a solution provider, it is rewarding to help companies move forward despite a tough economy."

General Motors based its selection of Altigen on the following key areas:

- Altigen's integrated application suite provides robust functionality
- The software based solution can be easily managed in house
- The product cost effectively scales on a per agent basis
- Altigen integrates with Microsoft Exchange 2007 and OCS Server 2007
- Product flexibility allows the call center to adapt real time to changing requirements

"Our call center is the centerpiece of our client support," said Romo. "We look forward to exploring more of Altigen's capabilities and translating that to the benefit of our clients and distributors."

The leading provider of Microsoft-based Unified Communications

888-Altigen | www.altigen.com