

**CONTACT:****Diane Pettus****Pettus, Inc.****Voice: 919-542-7463****[dpettus@pettusinc.com](mailto:dpettus@pettusinc.com)**

**Artisoft, MAS, and Alternate Access Partner for Floral Management Solution** *Uniting TeleVantage and Floral Management System delivers comprehensive call center application to increase orders and improve service*

**Cambridge, MA, Dallas, TX and Raleigh, NC – July 12, 2004** – Artisoft®, Inc. (OTC: ASFT), a leading provider of open systems IP-PBX and call center products, McShan Abner Systems (MAS), a leading developer of floral integrated management systems, and Alternate Access®, specialists in converged communications, today announced the availability of AA MASLink™, a comprehensive and expandable Call Center application for florists. Designed by Alternate Access to match the workflow demands of the highly competitive floral industry, this solution combines TeleVantage, Artisoft's award-winning IP-PBX, with MAS Floral Management System. This strategic relationship, formed under Artisoft's Open Communication Alliance, empowers Artisoft, MAS, and Alternate Access to promote the solution to their respective channels.

Integrating the robust feature sets of TeleVantage and MAS Floral Management System, MASLink eliminates extra processing steps that cause delays in taking and fulfilling orders by phone, thus increasing the volume of calls a florist can handle efficiently and with better customer service. MASLink enables delivery tracking and screen-pops of important customer data on every inbound telephone call while providing complete inventory management through integrated order entry with POS cash-n-carry functions, graphical desktop call control with comprehensive messaging, and web browser capabilities.

George K. Walker Florist in Winston-Salem, NC, installed the integrated system just prior to Mother's Day and was able to increase orders by 20% by processing more calls and reducing the average time agents were on the phone with customers from 4 minutes to 3 minutes. "We are very pleased, this system is so flexible," said Joe Hinson, president of George K. Walker Florist. "It seems that anything we want it to do, our new phone system can do."

TeleVantage is an open systems IP-PBX that delivers unprecedented communications capabilities to medium-size businesses, branch offices and call centers. The flexible software feature set makes it easy to customize and administer, allowing businesses to improve customer service and enhance productivity. Its robust feature set includes intelligent call management, powerful call center, advanced IP telephony, comprehensive messaging, web browser, and graphical desktop call control. Built on industry standards and supported by world-class Intel® technologies, TeleVantage eliminates the need for proprietary hardware, enabling it to grow and evolve as business needs change while maintaining a low cost of ownership. Artisoft's Open Communications Alliance is comprised of industry-leading companies working with Artisoft to deliver standards-based communications solutions with TeleVantage as the focal point.

"TeleVantage is already providing our florist customers with dramatic productivity and service improvements," noted Rob Black, Artisoft's Product Marketing Manager. "Now with MASLink, a florist's phone system, which is critical to their business, can become a competitive advantage."

**About Artisoft**

Artisoft, Inc. is a leading provider of open systems IP-PBX and call center products that deliver advanced functionality, flexibility, and value to medium-size businesses, branch offices, and call centers. Artisoft's innovative software products have consistently garnered industry recognition, winning more than 35 awards for technical excellence. The company distributes its products and

services worldwide through a dedicated and growing channel of authorized resellers. For more information, please call 800-914-9985 or visit our website at <http://www.artisoft.com>.

#### **About MAS**

McShan Abner Systems first introduced the MAS Solution in 2000. It was created specifically to address the intricacies, concerns and opportunities of the full service florist. The philosophy of MAS developers is to take a customer-centric approach to developing functionality of the product. With a combined 100 years of expertise in the florist business, this company has listened to and developed its products around an understanding of what florists need and what customers want. Examples abound in every aspect of the product from its robust delivery mapping system to its nationwide directory for customer address completion at point of sale to its delinquent payment system.

#### **About Alternate Access**

Alternate Access empowers service businesses to dramatically boost their productivity and customer service levels by delivering converged communications solutions—providing application development and integration of software-based telephone systems, fax, interactive voice response, speech recognition, web collaboration, call centers and Customer Relationship Management. Customers include banking, real estate, construction, staffing, florists, auto dealers and other service businesses. Alternate Access quickly gets to the core of how your business works and combines the convenience of your telephone with the intelligence of your computer-for bottom line results. Converged Communications for Competitive Advantage<sup>SM</sup>. For more information, contact us at [www.AlternateAccess.com](http://www.AlternateAccess.com) or call toll free at 866-831-9273.

#### **For more information, contact:**

Diane Pettus  
Pettus Inc  
919-542-7463  
[dpettus@pettusinc.com](mailto:dpettus@pettusinc.com)

Mary Ellen Quinn  
Artisoft  
617-354-0600, Ext. 342  
[mquinn@artisoft.com](mailto:mquinn@artisoft.com)