



FOR IMMEDIATE RELEASE

Bay Bridge Decision Technologies' Introduces Advanced Forecasting Capability into CenterBridge

Annapolis, MD – November 21st, 2006 – Bay Bridge Decision Technologies announces the addition of a suite of new features to enable advanced forecasting within its flagship CenterBridge contact center strategic planning, budgeting, analysis, and historical reporting system.

The addition of the new forecasting tool allows CenterBridge users to forecast literally hundreds of the input metrics used in their planning process, such as call volume, average handle time, numerous unproductive time categories, and all cost drivers based on historical data automatically loaded into the system's data mart.

"By incorporating the new forecasting tool within our CenterBridge application, our customers can now create long-term forecasts and apply them to their strategic hiring plans and budgets, all within one application," said Ric Kosiba, president of Bay Bridge.

"The addition of the forecasting tool to our existing CenterBridge software will save our customers both time and money," said Dan Mahon, vice president of sales and marketing at Bay Bridge. "Now they can do forecasting and planning within one application and won't need to purchase a separate, and typically very costly, forecasting tool."

CenterBridge forecasting module includes numerous methods for forecasting, from point estimate to regression to Holt-Winter's methods, and many more. "By offering multiple forecasting methods, users can test various forecasts to determine which is the most accurate for each metric used in their planning process," said Kosiba. "Multiple methods can be combined with the click of a button, models can be customized, and new, proprietary methods can be added quickly. CenterBridge's forecasting module provides the best of all worlds to forecasters and planners."

-more-

About Bay Bridge Decision Technologies

Bay Bridge is the number one provider of strategic planning and analysis applications to the contact center community through its CenterBridge suite of software applications. Bay Bridge's award-winning CenterBridge product is used by customers in a wide variety of industries including car rental, credit card, telecom, investments, insurance, educational lending, healthcare, lodging, and outsourcing.

Bay Bridge is located at 900 Bestgate Road, in Annapolis, Maryland and on the web at www.baybridgetech.com.

Contact:

Bay Bridge Decision Technologies:
Cheryl Anthony
(443) 837-1486
cka@baybridgetech.com