



For Immediate Release

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Bay Bridge Decision Technologies, Inc. Announces Their Participation in CCNG's Corporate Membership program.

Annapolis, MD – February 18, 2008 – To increase their communication with more contact center industry professionals, Bay Bridge Decision Technologies, Inc., has joined CCNG (Call Center Network Group) and will be participating in a number of member events throughout 2008.

Please read the following announcement sent to CCNG's membership body announcing Bay Bridge's participation:



CCNG is pleased to announce a new corporate member:

Introducing Bay Bridge Decision Technologies, a new partner in long-term strategic planning systems for contact centers.

Dear Members,

(February 14, 2008) CCNG is pleased to announce our new Corporate Membership with **Bay Bridge Decision Technologies, Inc.** (www.baybridgetech.com) **Bay Bridge** is committed to supporting CCNG Members by providing educational content through the CCNG web site and member events. We encourage you to take a moment to learn about their company and the solutions they provide. If you meet someone from their organization at a CCNG event, please make them feel welcome.

According to Kristi Maxwell, Marketing & Communications Analyst, Bay Bridge:

"Bay Bridge is excited to support CCNG, its members, and its mission. More and more individuals in the contact center industry understand the importance of strategic planning in their centers. We continually work to build relationships with these contact center industry professionals, and we know that the CCNG membership body provides immense opportunities for us to do so. Bay Bridge has held an individual membership with CCNG for a couple of years, and this member's enthusiasm for CCNG sparked our desire to join company wide. We can't wait to meet with you and hear about the issues you face within your call centers."

About Bay Bridge

Bay Bridge is the provider of CenterBridge™, the world's first long-term strategic planning system for contact centers. CenterBridge's patented discrete-event simulation technology helps optimally answer core business questions, like:

- When should we optimally hire? Should we use overtime instead?
- What is the call volume forecast? Vacation? Handle time? Wage rate?
- What is this year's budget?
- If handle times increase what will happen to service levels? How should management respond?
- What is the variance between plan and actual performance?

CenterBridge compliments workforce management systems by greatly improving medium- to long-term planning, a step that, when missing, can cause significant service failures. CenterBridge's features (both standard and advanced) save you time and money:

Standard Features

- **Forecasting:** Whether you are forecasting handle times, call volumes, employee attrition, or other important planning metrics, CenterBridge's robust forecasting engine enables automatic and accurate forecasting by center, staff group, or contact type.
- **Hiring and Overtime Modules:** CenterBridge includes hiring and overtime optimizers that produce "just-in-time" staffing. CenterBridge utilizes Advanced Statistical Methodologies.
- **Sensitivity and Trend Analysis:** CenterBridge automatically draws trade-off analysis, and trend analysis.
- **Variance Analysis and Reporting:** CenterBridge automatically draws the differences between what happened operationally and financially in your center network and what was expected.

Advanced Features

- **Multi-Skill:** CenterBridge's multi-skill module allows planning for environments with complex call routing rules.
- **eComm:** CenterBridge can plan for centers that utilize instant messaging and chat contact types.
- **Back Office:** CenterBridge's back office module provides optimal plans for complex queued work types.

For additional information about this or other Bay Bridge news, please visit our website at www.baybridgetech.com or email us at info@baybridgetech.com.