



For Immediate Release

July 31, 2009

For TDI Inc.:

Rachel Sauerbrey

Marketing Communications

480.538.7744

rachel.sauerbrey@TDIinc.com

TDI Enhances its Reseller Program

Scottsdale, AZ – July 31, 2009: TDI, a leading provider of agent productivity solutions for contact centers, today announced changes to its Reseller Program, designed to make it easier and more profitable for partners to resell TDI's [Encore™ Suite](#).

TDI's Reseller Program includes enhanced product and support offerings and streamlined prices. For example, new Encore systems are now deployed with the latest PCIe-based technology and VoIP/TDM combinations can be deployed within one server. Reseller's system warranties have been extended and discounted prices apply for multi-year technical support agreements. Also, in response to increased demand for Encore's Center Plus Evaluation Software, reseller partners can demonstrate a greater return on investment (ROI), as its agent licenses are now free and evaluator licenses are offered at a 25% discount.

To further assist our reseller partners, TDI now offers comprehensive marketing assistance designed to help resellers quickly expand their businesses and effectively promote their services to existing customers and prospects.

"The businesses which promote and sell our products to end users are critical to our success and therefore providing the highest possible level of support will not only enhance our relationships but also help to grow their revenues and profitability," said Kathleen Kelly, Chief Executive Officer at TDI. "The new programs are an effective mechanism for allowing us to engage with our resellers and ensure we deliver the best possible value, solutions, and support."

TDI's Reseller Program also includes:

- Efficient sales and technical training programs designed to identify new markets, help increase revenue quickly, and minimize inefficiencies
- Sales and product support designed to increase wins and repeat business
- A highly responsive 24/7 customer support team that handles either first or second-level support
- Access to co-branded marketing collateral, product video demonstrations and training tutorials
- Opportunity to receive recurring revenue and margin on support and installation services by becoming a certified reseller.

About TDI

TDI is the developer of [Liberation®](#) and Encore™, a proven technology platform that helps companies increase revenues and develop their workforce. Liberation manages a contact center's entire sales workflow process, including campaign design and management, and agent effectiveness via an agent desktop; industry templates for ease of integration and operation, and performance management and reporting of results and trends. The Encore Suite maximizes the productivity of a contact center's workforce via integrated voice and screen recording, quality management, coaching, and its Portfolio™ reporting and distribution package. For more information, contact TDI at 800.531.6440 or visit www.TDInc.com.