

## **OmniCapital Invests in eZuce Inc.**

*Leader in Providing Cost Effective, Robust Enterprise Social Communications*

### **For Immediate Release**

April 27, 2012 – OmniCapital (omnivc.com) today announces an equity investment in eZuce, Inc. (ezeuce.com). eZuce Inc. will use the Series A Preferred financing to expand sales resources and make critical marketing investments while extending the features of its eZuce openUC™ enterprise cloud communications solutions.

eZuce, through its flagship product openUC™, is transforming the communications industry, finally offering a solution made for IT organizations. Pure software, extreme flexibility, global scale, resiliency and security are the key solution attributes of this new approach. Unprecedented ease of use for IT administrators is directly measured in an order magnitude reduction in operating expense, a key factor as enterprises move their solutions into the cloud. With a groundbreaking new architecture, SIP Service Oriented Architecture (SSOA), and running on a standard Linux software stack, openUC has achieved a global redundant operation requiring up to six times fewer servers as compared to traditional solutions. Scalable up to 100,000 users, openUC fulfills the extreme demands of global enterprises, easily enabling Bring-your-own-Device (BYOD) strategies, with the clear objective to communications-enable all of the customer's business processes and applications for an immersive and productive user experience in a social enterprise.

Martin Steinman, CEO and Founder of eZuce noted, "Our eZuce openUC solution provides enterprises with the opportunity to innovate and implement the next generation of communications technology in the most cost effective way. We are delighted to have OmniCapital as an investor and to tap their team of luminary advisors. We look forward to working with them closely to grow the company"

Don Peterson, OmniCapital advisor and former President and CEO of Avaya, added "eZuce's innovative products and strong management team are poised to achieve extraordinary market acceptance and growth. eZuce offers a modern presence-based user experience, merging social communications with traditional enterprise voice in a cost effective cloud based solution. This exploits a unique opening in the market as the decade-old UC industry transitions to IT and a software-only application, disaggregating the old industry. This will significantly reduce costs and introduce efficiencies, a sea change in communications that eZuce is well positioned to lead. "

### **About OmniCapital (www.omnivc.com)**

OmniCapital Group is a New Jersey based venture capital firm dedicated to helping entrepreneurs build the best next-generation technology, communication and information companies for rapidly growing markets. We invest in early-growth stage companies and bring a combination of operating and investing experience, industry knowledge, and an extensive network of contacts with industry executives. Our passion is to help build the next generation technology companies that will become leaders in their respective markets

### **About eZuce, Inc. (www.ezeuce.com)**

eZuce, Inc. delivers open communications enabling social business and collaboration software designed for mid-size to large enterprises and cloud deployments. eZuce counts as its customers several global companies as well as leading system integrators. eZuce is the first company to provide a pure software only solution to enable Unified Communications-as-a-Service as the platform for next-generation, open UC architecture at significantly lower cost and operating complexity. For more information about eZuce, please visit our Web site at

<http://www.ezeuce.com>

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