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Contact:

Kristi Maxwell

Bay Bridge Decision Technologies, Inc.

410.224.7778

[kmm@baybridgetech.com](mailto:kmm@baybridgetech.com)

[www.baybridgetech.com](http://www.baybridgetech.com)

**Bay Bridge Decision Technologies, Inc. Advances the State of the Art in Contact Center Planning with CenterBridge™ Release 3.7**

Annapolis, MD – October 8, 2008 - Bay Bridge Decision Technologies® announces the general availability of Release 3.7 of its CenterBridge suite of software applications, marking another milestone for CenterBridge, the industry's first and leading contact center strategic planning and analysis solution.

Release 3.7 introduces breakthroughs in complex center network modeling accuracy, adds features to improve the speed and scope of critical contact center planning and analysis, and includes new modules to address the emerging planning needs of organizations handling phone, e-mail, instant messaging, and casework contacts. New modules include CenterBridge/eComm™ which enables planning for blended email, chat, and instant message contact types (a first for the industry) and CenterBridge/Processing™ which offers planners new visibility into strategic, capacity, and "what-if" analysis for back office organizations.

“With the addition of multi-channel contact types, growing back office functions, and blended agents into the contact center, planning has become impossible to accurately perform using traditional methods. Release 3.7 changes all that” comments Ric Kosiba, President of Bay Bridge.

Release 3.7 adds new features to CenterBridge’s award winning Staffing Optimizer™ to enable planners to automatically generate long-term hiring plans for more complex staffing environments. New views simplify the entry and management of scenario parameters and additional features include new planning metrics, and security and reporting enhancements.

“As contact centers grow in complexity, Bay Bridge is committed to meeting the emerging needs of our customers with superior analytics, new features, and unparalleled accuracy” says Dean Papadopoulos, CEO of Bay Bridge.

### **About Bay Bridge**

Bay Bridge Decision Technologies provides strategic analytic and long-term planning solutions to the customer contact industry. Bay Bridge’s CenterBridge suite of software applications support the executive analytics and strategic performance management needs of companies seeking innovative strategies for managing their complex customer contact centers, branch locations, and processing organizations.

For additional information about this or our other CenterBridge applications, please visit our website at [www.baybridgetech.com](http://www.baybridgetech.com) or email us at [info@baybridgetech.com](mailto:info@baybridgetech.com).

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