

with **ARI SONESH**

When Ari Sonesh started CosmoCom, his first few hires worked out of his home. The Israeli Navy veteran funded those early months with options from his previous employer, Converse Technology. Now, nine years later, CosmoCom, a maker of contact-center software, blankets the globe, counting some of the world's largest telephone companies as clients. The 100-person company is on track to have another 40 percent increase in revenue and executives say an initial public offering may occur in the not-too-distant future. Long Island Business News caught up with Sonesh at CosmoCom's Melville offices.

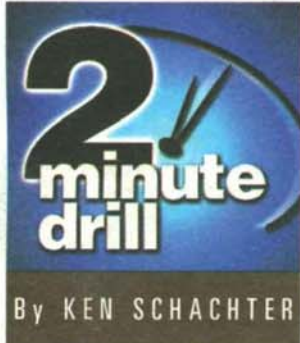
Heeding the call

What does CosmoCom do? We are a technology vendor. We cover all the media, telephone, e-mail, chat, video. This technology will carry any channel or any communication medium. The customer selects to call a business and we will take these calls and route them by priority to the right employees within this organization.

What's your market share? We count it by the first tier telcos that are our customers. They took our technology and put it into their network. We have about 14 first tier telcos. There's nobody even close in the market. They resell it as a service. This is a whole new model of delivering technology. Our model is to remain a technology vendor and let other people do the hosting and the marketing.

What are emerging trends in call centers? We envisioned video call centers back in 1996. When I was raising money for CosmoCom I was demonstrating video for VCs. Mobil phones have cameras. Today you can take pictures and videos. The next thing, which is already happening in Europe, is conversation over video. Mobile operators are pushing conversational video because they spent an enormous amount of money licensing 3G bandwidths. They are pioneering the concept. Businesses are very much going to follow to provide this personal relationship.

You're a perennial on the Long Island Technology Fast 50. What's next? Is there an IPO in your future? We are on a trajectory for an IPO. We're lucky because we have a strong balance sheet, a lot of cash, so we can do it at our convenience.



Bob Giglione

