

## Two minutes with Ari Sonesh

By Alison Snyder

Friday, November 9, 2007

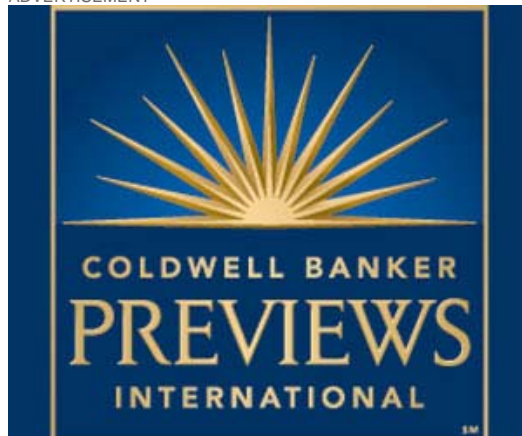
Ari Sonesh founded Melville-based CosmoCom in 1996 and has grown it from the stereotypical garage operation to a worldwide company. CosmoCom's Internet-based technology for call centers was one step ahead of the Internet boom, and it has successfully sold its technology to corporate clients and international telecommunications companies alike. The company has posted flourishing growth rates in past years, and Sonesh comments on whether CosmoCom will go public.

### Tell us about CosmoCom's "Consolidation 2.0" technology.

It's a new generation of technology that utilizes the same protocols as the Internet – so you can create an evenly distributed environment where the entire enterprise turns into a contact center and every customer contact can be tracked, no matter what the medium.

### Why would a business want to consolidate into a single-platform call center?

ADVERTISEMENT



For cost effectiveness and efficiency. People today are always consolidating their equipment. Instead of having different call centers, all of the different customer information can be integrated into one system and one database.

### What kind of growth has the company seen, and what is next for CosmoCom?

From 2002 to 2006, we grew by 238 percent. We are growing very fast in revenue. We are profitable. We are cash-flow positive and have very strong balance sheets. We are also, obviously, planning to take the company public.

### Any hints on timing?

At this point in time, I cannot mention any specific date, but it's obviously something we are considering. It's a matter of a few quarters from now.

### What is CosmoCom doing to prepare for the transition from private to public?

We are improving our procedures and processes, investing in infrastructure and hiring the right personnel. We continue to grow.