



INTERACTIVE INTELLIGENCE
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Interactive Intelligence to Release Customer Interaction Center™ Version 4.0

Major new release of flagship IP communications software suite adds real-time speech analytics, increased scalability, Web portal access, and private cloud deployment model

INDIANAPOLIS--(BUSINESS WIRE)-- Interactive Intelligence (Nasdaq: ININ), a global provider of unified IP business communications solutions, is releasing the next major version of its all-in-one IP communications software suite, [Customer Interaction Center™ \(CIC\)](#).

"We designed our upcoming [CIC 4.0](#) release to give contact centers and enterprises significantly increased scalability and reliability, an enhanced user experience, and improved management insight," said Interactive Intelligence founder and CEO, Dr. Donald E. Brown. "We're particularly excited about our innovative speech analytics application, which gives customers an easier-to-deploy and more cost-effective alternative to what's currently on the market."

CIC 4.0's new real-time speech analytics application, *Interaction Analyzer™*, provides real-time keyword- and phrase-spotting on either the customer side, agent side, or both sides of a voice conversation. This real-time capability enables contact center managers to be alerted to problem interactions, then monitor, coach, or intervene to better satisfy customers and improve agent performance.

Architectural improvements in [CIC 4.0](#) provide significant scalability increases. Metrics associated with these improvements include a more than double increase in the number of automatic call distribution (ACD)-enabled agents supported on a single server; a five-time increase in the number of simultaneous interactive voice response (IVR) sessions supported; and a seven-time increase in the number of calls that can be recorded per hour. The company's increase in product scalability is part of its continued move up-market to make CIC a competitive offering for the largest global contact centers.

Another architectural improvement is the elimination of third-party call processing software from CIC and moving all media processing to the company's *Interaction Media Server™*. With these enhancements, CIC 4.0 becomes a pure application server that can be located at a central data center with media servers at branch offices, thus creating a private cloud deployment model. This change increases scalability and enables customers to process media locally for improved business continuity and survivability.

CIC 4.0 also includes the addition of *Interaction Web Portal™*, a new application that enables contact center outsourcers to provide their clients with secure, branded access and real-time visibility. Outsourcer clients can monitor live calls, listen to call recordings, and view performance reports. Corporate contact center managers can also use it to give visibility to C-level staff, and agents can access it to monitor their own productivity and proactively help improve customer service.

Additional enhancements in [CIC 4.0](#) include a new Web client, upgraded email handling, more efficient queries of call recordings, and expanded and improved reporting.

CIC 4.0 is planned for general availability in English-speaking countries in Q3 2011. Localization for other countries throughout EMEA and APAC will follow.

CIC 4.0 is targeted at mid-size to large contact centers and enterprises, and will be offered through the Interactive Intelligence channel of more than 300 resellers worldwide, and through the company's direct sales force.

For a sneak peek at CIC 4.0, including feedback from Interactive Intelligence customers, visit <http://www.inin.com/ProductSolutions/Pages/4.0.aspx>.

About Interactive Intelligence

Interactive Intelligence Inc. (Nasdaq: ININ) is a global provider of unified business communications solutions for contact center automation, enterprise IP telephony, and business process automation. The company's solutions, which can be deployed via an on-premise or hosted model, include vertical-specific applications for insurance and collections. Interactive Intelligence was

founded in 1994 and has more than 4,000 customers worldwide. The company is among Software Magazine's 2010 Top 500 Global Software and Services Suppliers, and Forbes Magazine's 2010 Best Small Companies in America. The company employs approximately 900 people and is headquartered in Indianapolis, Indiana. It has 19 offices throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific. Interactive Intelligence can be reached at +1 317.872.3000 or info@inin.com; on the Net: www.inin.com.

This release may contain certain forward-looking statements that involve a number of risks and uncertainties. Factors that could cause actual results to differ materially are described in the company's SEC filings.

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