



## **PRESS RELEASE**

### **Altivon Wins Battle of the Bands at Interactive Intelligence Partner Conference**

#### *New Contact Center Song Debuts at Conference*

October 20, 2009 Phoenix, AZ—[Altivon](#) today announced that the company won first place in the “Battle of the Bands” at the [Interactive Intelligence](#) Partner Conference held October 5-7. The inaugural competition came in the midst of three days focused on new contact center techniques and technologies. Altivon has attended this annual conference since becoming one of the first Interactive Intelligence VARs in 1996. Altivon is an [IP-based](#) communications solutions provider specializing in enhancing the customer experience.

“The customer experience is critical to contact center success,” said Bruce Andersen, Altivon President. “Our entry in the ‘Battle of the Bands’ describes an all-too-common customer experience and certainly hit home for the judging audience.”

Nick Van Peurseem, Altivon Sales Administrator wrote “[Call Altivon Mor](#)” in the weeks preceding the event. A long-time amateur singer/songwriter, Van Peurseem took on the challenge of creating an entertaining piece that also communicated common contact center issues and technologies available to ease them.

“I have really come to appreciate the need for contact center technology,” said Nick Van Peurseem. “Contact center managers want to improve their service, and properly implemented and managed technology can help them. Altivon delivers this value-add.”

Van Peurseem joined Altivon in April. His father, Bob Van Peurseem, began with the company in 1989. The song is a comical view of a bad contact center experience and highlights the benefits of a well implemented all-in-one contact center solution.

“As a system integration partner for Interactive Intelligence, we deliver [all-in-one solutions](#) that suit each client’s particular needs,” said Bob Van Peurseem, Marketing Vice President. “We help contact centers support skills-based call routing, call recording, remote agents, workforce optimization and more.”

Lyrics are available at:

<http://www.altivon.com/resources/i3partner/altivonsonglyrics.asp>

The live performance video is available at:

<http://www.altivon.com/resources/i3partner/battleofbands.asp>

#### **About Altivon**

Altivon delivers high value, high impact unified communications solutions to Contact Centers and the Enterprise. Focused on enabling, enhancing and elevating the experience of an organization’s employees, partners and customers, Altivon handles all aspects of solution design, deployment, support and on-going improvement. The solution set includes multi-media Customer Interaction Management (CIM), Interaction Process Automation (IPA), Enterprise IP Telephony, Unified Messaging, and Networking. Founded in 1989, Altivon is headquartered in Phoenix, Arizona and has offices across the US and Canada.

#### **Contact**

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