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Interactive Intelligence Positioned in Leaders Quadrant of Contact Center Infrastructure, Worldwide Report

Magic Quadrant for Contact Center Infrastructure, Worldwide Report Evaluates Vendors Based on Ability to Execute and Completeness of Vision

INDIANAPOLIS, Mar 01, 2010 (BUSINESS WIRE) -- Interactive Intelligence (Nasdaq: ININ), a global provider of unified [IP business communications solutions](#), has been positioned by Gartner in the leaders quadrant of its 2009 Magic Quadrant for Contact Center Infrastructure, Worldwide¹ report.

The Gartner report, which can be obtained compliments of Interactive Intelligence by visiting <http://www.inin.com/gartnermq/>, provides an analysis of vendors in the market based on their ability to execute and completeness of vision.

"We believe our position in Gartner's leaders quadrant reflects our ongoing commitment of listening to customer needs, then creating innovative technology products and services that most effectively meet those needs," said Interactive Intelligence founder and CEO, Dr. Donald E. Brown. "To help fulfill that commitment, we've improved our ability to service large enterprise contact centers, continued our aggressive investment in R&D to offer even greater return on investment, and expanded our worldwide direct and channel sales and support infrastructure."

According to Gartner, vendors positioned in its leaders quadrant "are high-viability vendors with broad portfolios, significant market shares, broad geographic coverage, a clear vision of how contact center needs will evolve and a proven track record of delivering contact center products. They are well-positioned with their current product portfolio and likely to continue delivering leading products. Leaders do not necessarily offer a best-of-breed solution for every customer requirement. However, overall, their products are strong and often have some exceptional capabilities. Additionally, these vendors provide solutions that present relatively low risk."

Interactive Intelligence has developed an all-in-one [IP communications software suite](#) that's scalable and standards-based. The suite offers single-platform architecture designed to deliver a comprehensive set of applications without the cost and complexity introduced by multipoint products. The company's flagship product, [Customer Interaction Center^{\(TM\)}](#) (CIC), provides multichannel [contact center automation](#), [enterprise IP telephony](#), and [business process automation](#) for mid-size to large enterprises.

"We'll continue to build on our vision of a streamlined communications solution in order to give contact centers a viable alternative to the complicated tangle of proprietary devices offered by the rest of the pack," Brown said. "This year our customers can look for even more value for their money, including enhanced hosted deployment options, a totally unique process automation application, and break-through solutions for key vertical markets, including insurance, outsourcing, and collections."

¹ Gartner "Magic Quadrant for Contact Center Infrastructure, Worldwide" by D. Kraus, S. Blood, and G. Johnson, Feb. 22, 2010.

About the Magic Quadrant

The Magic Quadrant is copyrighted 2010 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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 was founded in 1994 and has more than 3,500 customers worldwide. Interactive Intelligence is among Software Magazine's top 500 global software and services suppliers, is a BusinessWeek "hot growth 50" company, and is among Fortune Small Business magazine's top 100 fastest growing companies. The company is also positioned in the leaders' quadrant of the Gartner 2008 Contact Center Infrastructure, Worldwide Magic Quadrant report. Interactive Intelligence employs approximately 650 people and is headquartered in Indianapolis, Indiana. It has 14 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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