



INTERACTIVE INTELLIGENCE

Interactive Intelligence Rated Top Unified Communications Vendor by North American Contact Centers

Datamonitor Report Shows Interactive Intelligence "Most Trusted UC Vendor" among North American Contact Centers; Rated "Most Trusted UC Vendor" by Larger Enterprises Worldwide

INDIANAPOLIS, Jan 12, 2009 (BUSINESS WIRE) --

Interactive Intelligence (Nasdaq: ININ) was rated the number one unified communications vendor by North American [contact centers](#) in Datamonitor's "Business Trends: Contact Center Investments in Developed Markets (Customer Focus)" report.

Interactive Intelligence received the number one rating based on North American [contact center](#) survey respondents who selected it as the vendor "they most trust to deliver a UC solution."

According to the report, among the top characteristics enterprises look for in a UC vendor are an "all-in-one" contact center solution, a strong combination of technology and services, and "best-in-class" instant messaging.

"Interactive Intelligence is well known as an all-in-one [contact center solutions](#) provider in North America and has been able to use that to its advantage in gaining mindshare among respondents," said Datamonitor associate analyst and report author, Aphrodite Brinsmead. "The company has a number of deployments with major companies like Eli Lilly, Fujitsu, Oracle and RIM and continues to demonstrate growth on an annual basis."

The report also showed Interactive Intelligence as the favored UC vendor by larger enterprises worldwide, defined by Datamonitor as those with more than 250 agent positions. Additionally, the Datamonitor report showed Interactive Intelligence as the highest rated UC vendor for delivering solutions to the communications vertical.

Information for the Datamonitor "Business Trends" report was collected via phone surveys of 150 contact center managers from companies throughout North America and Western Europe. Contact center manager respondents represented companies within the financial services, communications, travel and transport, and retail verticals. Interactive Intelligence did not sponsor the report and had no input in the questions asked, or the selection of the companies surveyed.

The report is available for purchase from Datamonitor here: <http://www.datamonitor.com/industries/research/?pid=DPTC0049&type=Report>.

Datamonitor was founded in 1989 and provides global business information to more than 6,000 of the world's leading companies.

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 enterprise messaging. The company was founded in 1994 and has more than 3,000 customers worldwide. Interactive Intelligence is among Software Magazine's top 500 global software and services suppliers, is ranked among NetworkWorld's top 200 North American networking vendors, 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 600 people and is headquartered in Indianapolis, Indiana. It has six global corporate offices with additional sales offices throughout North 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: <http://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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