

## **Don Brown, CEO of Interactive Intelligence**

### **MESSAGE FROM THE CEO**

*"In 1994 I left a software company that was about to go public – a company that I had started with my own money – in order to found Interactive Intelligence. I did so because I truly believed there was a revolution coming in business communications and I wanted to be part of it. The early years were tough. Imagine trying to sell a Windows NT-based 'unified' communications system against Lucent, Nortel and the other legacy telecom giants. Back in '95, '96 and '97, people said it would never work and would never sell. Well, more than a decade later, the world looks a lot different!*

*We've sold thousands of systems. Gartner has declared the PBX dead. And the telecom giants like Siemens and Nortel don't look quite so tall. In fact, the same competitors that derided our system back then have been scrambling in an effort to piece together multi-vendor products and re-label them as 'unified' in a desperate attempt to play catch up.*

*Since 1997, however, we haven't looked back. With an industry-leading rate of investment in R&D and a torrid revenue growth rate exceeding 30 percent, we're now widely recognized as the leader in high-end IP contact center automation and enterprise IP telephony. Building on our unique, standards-based, software platform, we've moved on to SIP and numerous other sophisticated technologies, and continue to aggressively raise the bar in the areas of security and scalability.*

## **Mission Statement**

Interactive Intelligence is a global provider of unified IP business communications solutions whose common, standards-based software platform gives organizations comprehensive, enterprise-wide functionality that helps them succeed by maximizing productivity and providing the most effective customer service.

## **Company Overview**

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 has developed an all-in-one IP communications software suite that's scalable and standards-based, offering single-platform architecture with inherent multi-channel processing to deliver comprehensive applications minus the cost and complexity introduced by multi-point vendors.

Founded in 1994 and backed by more than 3,000 customers worldwide, Interactive Intelligence is an experienced leader delivering a comprehensive solution-set comprised of premise-based and hosted offerings, including software, hardware,



Don Brown - CEO

consulting, support, education and implementation.

Interactive Intelligence customers represent a wide range of brand-name companies, including Abbott Labs, AIG, Amway, BMW, Ceridian, Computershare, Eli Lilly and Company, Finish Line, Harrah's Entertainment, Honda, Hydro-Québec, John Deere, Kohl's, Motorola, Nautilus, Oracle, Research In Motion, Sony, University of California, Berkeley, Volvo, Walgreens, and many more.

Interactive Intelligence began licensing its products in 1997 and has grown in total revenues from \$1.6 million in 1997 to \$109.9 million in 2007. The company sells its award-winning solutions through a global network of approximately 300 VARs, including Agori Communications, Arvato (a division of Bertelsmann), AT&T, Dimension Data, Hitachi, Iwatsu, Newtel Essence B.V. (a KPN Company), and TietoEnator.

In addition to a mature and expansive reseller channel, Interactive Intelligence also offers a professional support organization (PSO) with approximately 100 support engineers staffing offices in the U.S., U.K., and Kuala Lumpur.

The Interactive Intelligence product line is ideal for mid to large-sized enterprises and contact centers, global 1,000 firms, and distributed organizations, including those with remote and mobile workers. Vertical specialties include financial services (banks and credit unions), outsourced services (teleservices and credit and collections), and higher education institutions.

Recent Interactive Intelligence recognition includes the following:

- "Leaders Quadrant" in Gartner Inc.'s Magic Quadrant for Contact Center Infrastructure North America, 2007 report
- Software Magazine's 2007 Global Top 500 Software and Services Companies;
- The 2007 Network World 200;
- Russell 2000® Index;
- Call Center Magazine's 2007 Product of the Year Award;
- Internet Telephony Magazine's 2007 Product of the Year Award; and
- Customer Interaction Solutions Magazine's 2007 Product of the Year Award
- Internet Telephony Magazine 2008 Product Review A plus rating
- "Leaders Quadrant" in Gartner Inc.'s Magic Quadrant for Contact Center Infrastructure North America, 2008 report
- Data monitor 2009 " Most trusted UC product"

**World Headquarters Contact Information:**

Interactive Intelligence Inc.

7601 Interactive Way  
Indianapolis, IN 46278  
[Location Map, Directions and Area Hotels](#)  
Phone & Fax +1 317.872.3000  
Toll Free: 800.267.1364  
[Info@ININ.com](mailto:Info@ININ.com)  
<http://www.ININ.com>