



## Interactive Intelligence Positioned in Visionaries Quadrant of Unified Communications Report

Unified communications report evaluates vendors based on completeness of vision and ability to execute

Sydney, October 28, 2009 -- Interactive Intelligence (Nasdaq: ININ), a global provider of unified IP business communications solutions, has been positioned by Gartner in the visionaries quadrant of its 2009 Magic Quadrant for Unified Communications\* report.

The Gartner report provides an analysis of vendors in the market based on their completeness of vision and ability to execute, and assesses key industry trends.

To receive a complimentary copy of the Gartner 2009 Magic Quadrant for Unified Communications report, visit: [www.inin.com/MQUC](http://www.inin.com/MQUC) <<http://www.inin.com/MQUC>> .

Our approach to unified communications is quite different than that of other vendors, said Interactive Intelligence founder and CEO, Dr. Donald E. Brown. Rather than simply trying to improve the efficiency of communications, we've taken communications technology and used it in an innovative way to automate core business processes.

Interactive Intelligence first released its unified all-in-one IP communications software suite in 1997 to eliminate the cost and complexity introduced by multipoint products. The company continues to expand its vision for UC with its communications-based process automation solution, Interaction Process Automation (IPA), which addresses primary challenges cited in the Gartner UC Magic Quadrant report. These include application and product complexity, and lack of a business case based on soft return on investment.

By decreasing the number of employees required in a given business process, eliminating process latency, reducing human error, and providing standardised methods for handling processes, IPA delivers on the promise of UC with a straightforward solution offering measurable ROI, Brown said.

IPA leverages the Interactive Intelligence IP-based unified communications platform to orchestrate the delivery of work, thus giving organisations everything they need to capture, prioritise, route, escalate and track each step of a business process. To learn more about IPA, visit: [www.inin.com/ipa](http://www.inin.com/ipa)

\* Gartner Magic Quadrant for Unified Communications by B. Elliot and S. Blood, Sept. 1, 2009.

### About the Magic Quadrant

The Magic Quadrant is copyrighted 2009 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 centre automation, enterprise IP telephony, and business process automation. The company was founded in 1994 and has approximately 3,000 customers worldwide. Interactive Intelligence is among Software Magazines top 500 global software and services suppliers, is ranked among Network Worlds top 200 North American networking vendors, is a BusinessWeek hot growth 50 company, and is among Fortune Small Business magazines 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 more than 600 people and is headquartered in Indianapolis, Indiana. It has six global corporate offices with additional sales offices throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific. Interactive Intelligence can be reached at +61 2 8918 4800 or [info\\_aunz@inin.com](mailto:info_aunz@inin.com); on the Net: <http://www.inin.com/au-nz>

Interactive Intelligence Inc. is the owner of the marks INTERACTIVE INTELLIGENCE, its associated LOGO and numerous other marks. All other

trademarks mentioned in this document are the property of their respective owners.