Interactive Intelligence Wins Frost and Sullivan Innovation Award

Company receives award for new â€œcommunications-based process automationâ€• solution

Sydney, 4 September 2009 Global research and consulting firm, Frost & Sullivan, has honored Interactive Intelligence (Nasdaq: ININ) with its 2009 North American Product Differentiation Innovation Award for the vendors new communications-based process automation solution.

The new solution, Interaction Process Automation <http://www.inin.com/ipa> (IPA), uses the Interactive Intelligence unified IP business communications platform to capture, prioritise, route, escalate, and track each step of work throughout a business process. Primary functions include end-to-end process modeling, routing and queuing of process steps, real-time presence, reporting, multichannel recording and monitoring.

Because Interactive Intelligence comes from a communications and contact centre background, it can leverage all it has learned about designing the flow of efficient processes, said Audrey William, Research Director Australia and New Zealand, ICT, Frost & Sullivan. By building IPA on top of its existing IP business communications platform, Interactive Intelligence has also made process engineering something reasonable and attainable for organisations of all types and sizes.

The Frost & Sullivan Award for Product Differentiation Innovation <http://www.inin.com/FrostSullivanAward/> is presented each year to the company that has best demonstrated the ability to develop and/or advance products with more innovative capabilities than competing vendors and products. The Award <http://www.inin.com/FrostSullivanAward/> recognises a companys successful adoption of new or existing technology that has become a part of its well-designed product family. Such innovation is expected to significantly contribute to the industry in terms of product performance and degree/rate of technical change.

Interactive Intelligence developed IPA <http://www.inin.com/ipa> as a first-of-its-kind alternative to traditionally complex and costly process management systems, and tool-kits that simply embed communications into applications, thus limiting return on investment.

IPA is a completely new approach to process automation, said Brendan Maree, Interactive Intelligence ANZ Country Manager. Weve taken mature communications technology and applied it to the broader area of business process automation. IPA helps organisations increase efficiencies and cut costs by decreasing the amount of time it takes to complete a given business process. It further delivers a quantifiable return on investment by eliminating process latency, minimising human error, and providing standardised methods for handling business processes.

With IPA <http://www.inin.com/ipa> , Interactive Intelligence has clearly demonstrated innovation, according to Maree.

Interactive Intelligence has taken a fairly simple proposition -- that communications can automate processes -- and used it to cut the Gordian knot tangling unified communications, agent management, and business process optimisation, Maree said. And the company has accomplished this without having to invent a new technology, or re-architect its product or market strategy. That is truly the definition of product differentiation innovation.

To download the Frost 2009 North American Product Differentiation Innovation Award report about Interactive Intelligence, visit www.inin.com/FrostSullivanAward/

For more information about IPA, visit www.inin.com/ipa

Frost research methodology for its Product Differentiation Innovation Award includes in-depth tracking of competing market participants product differentiation strategies. This consists of market participant interviews, end-user surveys, and extensive secondary research. Participants are then ranked with respect to measurement criteria.

In addition to ranking based on the firms methodology, Frost evaluates partcipants in the following areas:

Degree of differentiation innovation compared to other market participants
Positive impact on sales directly related to product differentiation

Time-to-market improvement based on product differentiation strategy
Benefit to end-users due to product differentiation
Effect of product differentiation on ease-of-adaptability for new end-user applications
Effect of product differentiation on market maturation

For more information about the Frost & Sullivan awards, visit www.awards.frost.com

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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 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 Centre 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 +61 2 8918 4800 or info_aunz@inin.com; on the Net: http://www.inin.com/au-nz