



INTERACTIVE INTELLIGENCE®

Deliberately Innovative

Corporate & Product Fact Sheet

FAST FACTS

- Company Name: Interactive Intelligence
- Global Headquarters: 7601 Interactive Way, Indianapolis, IN 46278, U.S.A.
- Number of Offices: 19
- Phone & Fax: (317) 872-3000
- E-mail: info@inin.com
- URL: www.inin.com
- Founder: Dr. Donald E. Brown, President and Chief Executive Officer
- Year Founded: 1994
- First Product Released: 1997
- Ticker Symbol: Nasdaq: ININ
- IPO Date: Sept. 23, 1999
- 2011 Revenue: \$209.5 million (an increase of 26 percent from \$166.3 million in 2010)
- Number of Employees: More than 1,000
- Number of Customers: More than 4,500 in 90 countries
- Number of Resellers: More than 300 in 50 countries
- ISO 9001:2000 registered

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, seventeen years 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 stitch together multiple products and re-label them as 'unified' in an attempt to play catch up. However, we haven't looked back. With our continued focus on R&D, rapid revenue growth, and consistent profitability, we're now not only known as a technology innovator, but as an industry leader with a proven track record. For the fourth year in a row we've been placed in the leaders' quadrant of Gartner's global Magic Quadrant for Contact Center Infrastructure report; for the 11th year in a row we've been named among Software Magazine's global top 500 software and services providers; and for the second time Forbes Magazine has named us among its 100 Best Small Companies in America. Today, backed by more than 4,500 global customers and 300 value-added resellers around the world, we give even the largest organizations an innovative yet reliable alternative when selecting between start-up vendors offering 'bleeding-edge' solutions, and the legacy dinosaurs that have simply put new names on the same old proprietary systems. We'll continue to raise the bar this year, packing more functionality into our flagship all-in-one IP communications software suite, which will include an exciting new mobile customer service application; expanding our communications-as-a-service offering; and building on our vertical solutions for insurance and collections. To all those customers who believed in us during the early years, I want to express my deepest gratitude. And to all those customers we've yet to win, I invite you to share in our vision of a modern, streamlined communications solution instead of the complicated tangle of proprietary devices offered by the rest of the pack."

- Dr. Donald E. Brown, Founder and CEO, Interactive Intelligence Inc., January 2012

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 SUMMARY

Interactive Intelligence Group 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 has developed an all-in-one IP communications software suite that's scalable and standards-based, offering single-platform architecture with inherent multichannel processing to deliver comprehensive applications minus the cost and

complexity introduced by multi-point vendors. Founded in 1994 and backed by more than 4,500 customers worldwide, Interactive Intelligence is an experienced leader delivering a comprehensive solution-set comprised of premise-based and communications-as-a-service (CaaS) offerings, including software, hardware, consulting, support, education and implementation.

- **Innovation** -- As a consistent driving force behind the development of new business technologies, Interactive Intelligence's "first-to-market" approach has made it a leading innovator.
- **Experience** -- Experienced in developing business communications solutions since 1994 and backed by more than 4,500 global customers, Interactive Intelligence brings the kind of maturity required to satisfy the most diverse enterprise requirements, including those of multi-national organizations.
- **Value** -- Interactive Intelligence helps customers improve operational efficiencies, reduce costs, increase revenue opportunities, and ensure investment protection through its all-in-one IP communications software suite and comprehensive global services.

Interactive Intelligence was founded in 1994 by Dr. Donald E. Brown and employs more than 1,000 people serving more than 4,500 customers worldwide. Interactive Intelligence has many brand-name customers representing a wide cross-section of verticals, including **Abbott Labs, AIG, Amway, ASPCA, BMW, Bosch Group, Ceridian, Citrix Online Division, Computershare, Eli Lilly and Company, Finish Line, Harrah's Entertainment, Harvard University, Honda, Hydro-Québec, IKEA, John Deere, Kohl's Department Stores, Microsoft, Motorola, Nautilus, Random House Group, Rolex, Sony, US Airways, Volvo, and Walgreens.**

The company began licensing its products in 1997 and has grown in total revenues from \$121.4 million in 2008, to \$209.5 million in 2011. Interactive Intelligence sells its award-winning solutions through a global network of more than 300 VARs, including **Affiliated Computer Services, Arvato (a division of Bertelsmann), Atea, Computer Sciences Corp., Hitachi, IBM, Iwatsu, MTS Allstream, KPN Corporate Market B.V., and TietoEnator.**

Strategic partners include brand-name companies such as **Cisco, Microsoft, Oracle, RightNow, salesforce.com,** and many others.

Interactive Intelligence continues to expand both its global and vertical presence, which includes the following key acquisitions:

- 2009: **AcroSoft** (document management solutions for insurance)
- 2010: **Latitude Software** (debt collection software and services)
- 2011: **Agori Communications** (Germany-based Interactive Intelligence reseller)
- 2011: **CallTime Solutions** (Australia/New Zealand-based Interactive Intelligence reseller)
- 2012: **ATIO** (South Africa/Sub-Saharan Africa-based Interactive Intelligence reseller)
- 2012: **Brightware** (Netherlands-based Interactive Intelligence reseller)

In addition to a mature and expansive reseller channel, Interactive Intelligence also offers a wide range of services via its Global Services teams (Support, Managed Services, Professional Services and Education) with more than 330 service employees worldwide.

Recent company awards include **Software Magazine's 2011 Global Top 500 Software and Services Companies, Forbes' 2011 20 Best Small Companies in America,** and **CRM Magazine's 2012 Service Leaders Winner, Contact Center Infrastructure.**

Interactive Intelligence has also been recognized as a market leader by top-tier industry analyst firms, including:

- **Unified Communications Visionary Quadrant, Magic Quadrant for Unified Communications,** Gartner, 2010
- **Contact Center Leaders Quadrant, Magic Quadrant for Contact Center Infrastructure, Worldwide,** Gartner, 2011
- **Company of the Year, Contact Centers Systems, North America,** Frost & Sullivan, 2011

PRODUCT SUMMARY

The **Interaction Center Platform**[®] -- the foundation on which all Interactive Intelligence products are based -- centralizes business interactions (including phone calls, e-mail, faxes, Web chats/callbacks) as well as business processes, to provide the following differentiators and benefits:

- **Single "All-in-One" Platform** – reduced costs; simplified management
- **Standards-based** – increased interoperability and flexibility; maximum investment protection
- **All-software Architecture** – cost-effective scalability; maximum reliability
- **Breadth of Applications** – increased productivity and improved customer service through access to contact center and business applications running on same platform

The Interactive Intelligence product line is ideal for mid to large-sized contact centers and businesses, global 1,000 organizations and distributed enterprises, including those with remote and mobile workers. Vertical specialties include financial services, outsourcer/teleservices firms, insurance companies, credit and collection agencies, and utilities.

Product Offering:

- **Customer Interaction Center™** (CIC) for contact center automation and enterprise IP telephony
- **Interaction Dialer®** for outbound/blended dialing and campaign management
- **Interaction Recorder®** for multimedia recording/scoring and quality management
- **Interaction Director®** for network-based pre- and post-call routing (“intelligent multi-site routing”)
- **e-FAQ®** for Web self-service and e-mail response management (ERMS)
- **Interaction Optimizer®** for workforce management
- **Interaction Feedback®** for post-call customer satisfaction surveys
- **SIP-based Interaction Gateway™**
- **Interaction SIP Proxy™**
- **SIP-based Interaction Media Server™**
- **Interaction Monitor™**
- **Interaction SIP Station™**
- **Interaction Process Automation™** for communications-based process automation
- **Interaction Analyzer™** for real-time speech analytics

Service Offering:

Interactive Intelligence also enables customers to choose between an on-premise and cloud-based communications-as-a-service delivery model. The latter, called **CaaS Contact Center**, includes unique deployment models that give customers maximum flexibility, control, security, and reliability. The company’s all-in-one, software-based platform enables customers to easily migrate from a cloud-based to an on-premise solution at any time, thus eliminating the need to rewrite applications, retrain employees, and source new vendors.

The Interactive Intelligence product line has been “first-to-market” with numerous innovations, including the following:

- **1997:** First converged (voice/data) all-in-one communications software suite to run on a Windows platform
- **2000:** First open (LDAP), software-based enterprise messaging product (unified messaging, presence management, find-me/follow-me, etc.) to scale to hundreds of thousands of users
- **2002:** First all-in-one IP communications software suite to fully incorporate the session initiation protocol (SIP) – today, the industry standard for VoIP
- **2003:** First all-in-one IP communications software suite to incorporate Intel’s Host Media Processing software (HMP) for an all-software VoIP solution – resulted in Gartner’s October 2003 report, “Interactive Intelligence Leads in All-Software IP Telephony”
- **2004:** First Microsoft-based all-software IP-PBX for SMBs
- **2005:** First all-in-one IP communications software suite to incorporate a SIP media server and administrative enhancements for unmatched VoIP deployment scalability, reliability and cost-effectiveness.
- **2006:** First gateway designed exclusively to give outbound organizations sophisticated predictive dialing call analysis capabilities, operating in an all-software, SIP-based (VoIP) environment.
- **2007:** First standards-based security features to extend beyond user-to-user call encryption for encryption of inbound IVR and ACD, outbound predictive dialing, and other core communications applications
- **2008:** First integration to Microsoft Office Communications Server with synchronized presence engines
- **2009:** First automated post-call customer satisfaction survey tool built as part of an all-in-one IP communications software suite
- **2010:** First all-in-one communications-based process automation solution

In sum, Interactive Intelligence’s innovative product line was built from the ground up using open standards and designed to centralize interaction processing across all channels. Its architecture was also designed to extend the interaction experience to personnel beyond the customer service department with built-in business user applications that run on the same platform. This “unified,” all-in-one IP communications software suite approach, in contrast to portfolios composed of point products, offers a truly unique architecture that enables organizations to provide a common, channel-independent customer experience across the enterprise without costly and complex integration requirements, replication of systems, or vendor lock-in.