

Agenda

EMEA 2011



Partner Conference

INTERACTIVE INTELLIGENCE

Monday, 11 April

Pre-Conference Events

- 12.00 – 18.00 **Pre-Conference Golfing**
Estorial Golf Club
- 18.00 – 21.00 **Registration Open**
FOYER, PISO 1
- 19.00 – 21.00 **Welcome Drinks Reception & Technology Fair Opens**
Get your Technology Fair game card stamped by each exhibitor to qualify for a prize draw. Turn in your completed card to the Registration Desk. Prize Draw will be on Wednesday, April 13th at the closing session.
FOYER, PISO 1

Tuesday, 12 April

- 7.00 **Breakfast**
SERVED IN THE RESTAURANT ON PISO 2
- 8.00 - 8.30 **Registration and Technology Fair Open**
FOYER, PISO 1

General Sessions: Castelo I & II

- 8.30 – 8.45 **Conference Kickoff**
Richard Brown, Vice President Sales, EMEA
- 8.45 – 9.30 **Taking the Wrapper off of CIC 4.0**
Ready for the next innovation power move? CIC 4.0 pushes scalability to a new level – opening up even larger opportunities; introduces a new .NET Supervisor – improving administration; adds a new .NET reporting interface and cradle-to-grave audit trail; reaches the goal of moving all media processing onto the Interaction Media Server; and so much more. See it all as Interactive Intelligence CEO, Don Brown, takes the wrapper off this exciting new release.
Dr. Don Brown, CEO
- 9.30 – 10.15 **Communications as a Service (CaaS): “Why you should get in the boat!”**
With the onslaught of cloud computing, we have an opportunity to dominate the “high end” of the Contact Center market. And with CaaS, the competition can’t touch us when it comes to delivery options, functionality, and flexibility. Multi-million dollar product selections are being made in a matter of weeks. By “leading” with CaaS, you will open more doors, put the competition on their heels, and grow your overall business for years to come.
Gary Blough, Executive Vice President, Worldwide Sales
- 10.15 – 10.45 **Company & EMEA Update and Branding**
Richard Brown, Vice President Sales, EMEA & Tim Passios, Director, Solutions Marketing
- 10.45 – 11.00 **Break**
Tea, coffee and a chance to visit our sponsors at their booths
FOYER, PISO 1

Tuesday, 12 April

General Sessions:

- 11.00 – 11.45 **Social Media and Customer Service**
John is going to talk about his vision on social media and why it should be more than something from the marketing & sales department. In fact, customer service would be a better place to coordinate a social media strategy. In this interactive session you’ll learn how to develop a social media strategy and why Social CRM will be the driver of your future business.
John Muelemann, Social Media Strategist and Founder of 3sixtyfive
- 11.45 – 12.00 **RightNow Presents: Bringing Social into Your Contact Centre**
Struggling to harness the social phenomenon? While there are indeed challenges, the path to a socially enabled contact centre is clear. In this presentation, Matthew Lees from RightNow Technologies will discuss an effective organizational and operational approach as well as a unified, integrated platform to span both traditional and social channels: the Social Contact Centre. Recognised by Gartner as leaders in Customer Experience across the Web, Social and Contact Centre experience, RightNow works with local business partners across EMEA to go to market. With Interactive Intelligence, we provide local partners with a fully integrated and unified customer experience platform for our customers. Join us as we explore the importance of social media within the context of the contact centre as the hub and nerve center for customer engagement.
Matthew Lees, Director of Social Best Practices, RightNow Technologies
- 12.00 - 12.45 **Lunch**
CASTELO IX
- 12.45 – 13.30 **Selling into the Collections Vertical**
Why has Interactive Intelligence targeted the Collections environment? Because it’s full of opportunities. Get a high level overview of the Accounts Receivable Management (ARM) industry, and learn about the key words, product messages, and business cases for CIC that give you a market advantage. With a specific emphasis on differentiating against the competition, this session will help prepare you to target ARM as a strong, vertically-focused initiative.
Bill Gildea, Vice President, Business Development
- 12.45 – 13.30 **Communications as a Service (CaaS) Product Overview**
Join us for an inclusive look at the ININ Communications as a Service offering. We’ll review the standard features in our CaaS solution and how they differ from a CIC premise-based system, and will also discuss our competitive differentiators, CaaS customer drivers, current pricing, and the CaaS Partner Program. For an architecture review, plan to attend the session “Designing CaaS-Based Solutions.”
Chris Majer, CaaS Practice Leader, EMEA

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CASTELO VIII

Lab:
Live Software
CASTELO X



Tuesday, 12 April

12.45 –
13.30

What's New in Customer Interaction Center™ (CIC) 4.0 — a Deeper Dive

Double Session

Get a complete overview of the new features and functionality being introduced in CIC 4.0. Along with details of the more publicized changes in 4.0, we'll spend equal time going over the "smaller" changes that also lend to making 4.0 the best version of CIC to date.
Jeroen Buis, Group Manager, Product Management

12.45 –
13.30

.NET Interaction Supervisor™ 4.0

Interaction Supervisor has been completely rewritten from the ground up in 4.0. Supervisor is now part of Interaction Center Business Manager and has a brand new interface — and this is its first public unveiling. Learn about the innovative 4.0 features and get hands-on experience with Interaction Supervisor's new look and feel. We want your feedback!
Stefan Okrongli, Sr. Software Engineer & Randy Drielinger, Sr. Service Engineer

13.45 –
14.30

Partner Operations Tips & Tools to Help You!

The Partner Portal contains a wealth of topics and tools. Let us refresh your memory on what is available to you. All those 'how to..?' questions will also be covered so you can manage your licences much more efficiently. Items such as "Tips on licensing such as "How do I downsize licenses, why do we now have sessions instead of call ports, Why doesn't my server show the same thing that License Management does, and How can I get a discount on maintenance for pre-Commit/Paying?" will all be covered plus many more operational and financial updates.
Gael Williams, Director, EMEA Operations Support & Alan Snyder, Manager, Financial Customer Services

13.45 –
14.30

Cisco and Interactive: Better Together

We'll share how real-life customers are realizing greater benefits by combining Cisco infrastructure with CIC. Learn how to guide customers towards a solution that better meets the needs of the business and simplifies the life of IT - including the Cisco team. Learn why customers are realizing Cisco and Interactive are better together.
Jason Alley, Solutions Marketing Specialist

13.45 –
14.30

What's New in Customer Interaction Center™ (CIC) 4.0 — a Deeper Dive

Double Session Continued

Jeroen Buis, Group Manager, Product Management

13.45 –
14.30

Interaction Recorder® 4.0

Get a first look at the new features of Recorder 4.0. We'll configure the Recorder 4.0 for the various media and follow the life-cycle of a recording from the point it is created until it is purged in the database, and discuss the various possibilities and options.
Marco van Veen, Field Services Manager & Alexander Schlüter, Consultant

14.30 –
14.45

Break

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14.45 –
15:30

Selling to the Insurance Industry

Learn how the combination of our contact center, enterprise IP telephony, business process automation, and content management solutions can be applied to the insurance industry. We'll provide an overview of the market, the opportunities that exist in it, the successes we've had — and the tools to help you sell one of the most complete solutions anywhere for streamlining an insurance company's operations.
Chuck Wilson, Director, Insurance Solutions

Tuesday, 12 April

14:45 –
15:30

CIC 4.0 Multichannel Enhancements

In CIC 4.0 we have made significant changes to our multichannel offering. During this session we will discuss all the changes in CIC 4.0 related to Email, Web Chat and SMS.
Jeroen Buis, Group Manager, Product Management & Craig Dahlinger, Sr. Software Engineer

14:45 –
15:30

Enterprise SIP Security and Brand Office Survivability

Two hot topics in one session: First a detailed look at SIP Trunking services and enterprise security, interoperability and survivability. Followed by an examination of the challenges that branch office deployments face in distributed enterprises.
Alan Percy, Director of Market Development, AudioCodes

14:45 –
15:30

Interaction Web Portal™ 3.0

Get a hands-on first look at the new Interaction Web Portal. Play recordings, view scorecards, monitor calls, view statistics and more, from single web interface and one very robust environment for contact center and business intelligence.
Heiko Kuhn, Sr. Pre-Sales Engineer

15:45 –
16:30

Becoming a Valued Asset, Not Being a "Feature Creature"

Look behind the customer curtain and learn how to uncover true selection criteria. When you present your offering in a way that gains the trust and respect of the buyer, that buyer is far more likely to perceive you as a valued asset. And when that happens, the result is more wins and bigger deals.
Jason Alley, Solutions Marketing Specialist

15:45 –
16:30

Nearly done... Interaction Web Portal™

Peek into one of the newest products being designed by Interactive Intelligence engineers. Interaction Web Portal effectively combines reports, recordings, scorecards, live calls and a statistical dashboard filled with contact center intelligence that every business manager should have available to them. One environment, in near real-time, and all web-based. Definitely worth checking out!
Troy Plott, Group Manager, Product Management

15:45 –
17:30

Sizing Interactive Intelligence Solutions

Double Session

A detailed analysis of the engineering tools and best practices for sizing Interactive Intelligence solutions. This session covers the pre-sales sizing questionnaire, CIC Resource Sizing Calculator, Bandwidth Calculator, Hardware List Template, Architectural Assumptions and Session review. We'll also share insights into IC 4.0 and future versions, to help you design solutions that will evolve more easily into what's to come.
Dan Joons, Pre-Sales Engineer, Wesley Boudzovitch, Pre-Sales Engineer & Safwat Al-Shawaf, Pre-Sales Engineer

15:45 –
16:30

Multichannel Routing 4.0

Join us to get your hands on the changes made to our email offering as part of CIC 4.0. We will also allow you to look at the new chat interface and will discuss our SMS offering.
Jeroen Buis, Group Manager, Product Management

16:45 –
17:30

Contact Center Market Update

Hear from a leading contact center analyst and how she views the current state of the contact center market. Among the topics of discussion: Where competitive vendors stand in terms of technology and thought leadership. How vendors and customers are incorporating social networking into contact center portfolios. And the opportunities that now exist as contact center solutions migrate to the back office.
Sheila McGee-Smith, President & Principal Analyst, McGee-Smith Analytics, LLC.

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Tuesday, 12 April

16:45 –
17:30

A Partner's Playbook to selling to and supporting CaaS Customers

Partners will learn how CaaS contracts are designed. What is expected from Partner's in the areas of implementation and ongoing support. How Partner's work with the CaaS Operations team after an implementation and more...

Debbie Thornburg, Director, Business Development, CaaS & Chris Majer, CaaS Practice Leader, EMEA

16:45 –
17:30

Sizing Interactive Intelligence Solutions

Double Session Continued

Dan Joons, Pre-Sales Engineer, Wesley Boudzovitch, Pre-Sales Engineer & Safwat Al-Shawaf, Pre-Sales Engineer

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Heiko Kuhn, Sr. Pre-Sales Engineer

18:30

Gala Dinner – sponsored by AudioCodes

Coaches will transport guests to and from the venue. Meet in Recepton. COCONUTS

Wednesday, 13 April

7:00

Breakfast

SERVED IN THE RESTAURANT ON PISO 2

7:30

Registration and Technology Fair Open

FOYER, PISO 1

8:00 –

8:45

Enterprise Market Update

Over the last year there has been a tremendous amount of change in the Enterprise IP Telephony market. Sheila McGee-Smith, President & Principal Analyst, McGee-Smith Analytics, L.L.C. will present a market recap, and give you insight for the possibilities in the coming year.

Sheila McGee-Smith, President & Principal Analyst, McGee-Smith Analytics, L.L.C.

8:00 –

8:45

Product Integrations

At a time when customer service matters most, give your own customers the tools their agents need to make interactions more satisfactory. We'll showcase our current integrations with Salesforce.com and RightNow Technologies, look at ININ's other available pre-built integrations, and also discuss what's upcoming.

Matt Taylor, Director, Product Management

8:00 –

8:45

Enabling Enhanced IVR Applications: Speech and Text-to-Speech (TTS)

A technical review of the "IC" IVR and speech recognition and enhanced TTS solutions, including Interactive Intelligence demonstration tools. For both speech rec and TTS, we'll discuss options and applications, design practices for architecture and capacity planning, and technical resources and education. The Speech rec review will also focus specifically on components and application licensing as well as implementation practices; TTS will focus on licensing for various languages and components.

Chris Thorne, Pre-Sales Engineer & Evren Aker, Pre-Sales Engineer

8:00 –

8:45

Reporting in CIC 4.0

If you're interested in the new reporting interface introduced in CIC 4.0, this lab puts the new interface environment front and center, along with some of the new 4.0 reports.

Jeroen Buis, Group Manager, Product Management

8:55 –

9:40

Selling Interaction Process Automation™ (IPA)

There have been a number of exciting developments since IPA's release, and we continue to meet with a number of prospects and existing customers to tout its benefits. Translated, the interest is out there, and so are the opportunities. Learn about the new IPA pricing, the profile of the ideal prospect and industries, packaged web services, and plans for the IPA Marketplace!

Rachel Wentink, Sr. Director, Strategic Initiatives

8:55 –

9:40

Speech Analytics

Instead of waiting to review a historical recording, *Interaction Analyzer* will allow contact centers to make real-time decisions based on what transpires during a live interaction. Hear how *Interaction Analyzer*, as a seamless part of CIC, will benefit any size contact center with an immediate and much clearer view of how interactions are being handled.

Matt Taylor, Director, Product Management

8:55 –

9:40

Reporting in CIC 4.0

Get a complete overview of the reporting changes we've made to CIC 4.0. This session includes information on database and logging changes, and on the new reporting interface introduced in CIC 4.0

Jeroen Buis, Group Manager, Product Management

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9:40

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*Stefan Okrongli, Sr. Software Engineer &
Randy Drielinger, Sr. Service Engineer*

9:50 -
10:35

CIC and Social Media

There's an increasing interest in social media in the business sector – especially in how organizations are managing this growing communication channel to take advantage of it. Join us for an overview of the Buzzient social media monitoring solution integration with CIC, and hear how Interactive Intelligence now gives businesses the ability to route, report on, and respond to social media chatter relevant to them.

Rick Q. Chin, Manager, Solutions Marketing

9:50 -
10:35

Interaction Optimizer® Newest Features and Future Enhancements

We've made some significant enhancements to Interaction Optimizer over the past year, and have even more great features on the way. Get an overview of the newest features in Interaction Optimizer 3.0, plus a glimpse of future enhancements now planned on the Optimizer roadmap.

Troy Plott, Group Manager, Product Management

9:50 -
10:35

Interaction Media Server™ Roadmap & Strategy

This session takes a look at how the Media Server works. Learn about hardware, session usage, Media Server selection and fallback, codecs, prompt plays and other related topics. Whether selling Media Servers, utilizing them in your own organization or planning an upcoming deployment, this session will show you how to make them work the hardest, and smartest, for you and your customers. We'll additionally discuss new features like call analysis and the roadmap for 3.0 and 4.0.

Jim Hendry, Team Lead, Product Experience Engineer

9:50 -
10:35

Reporting in CIC 4.0

If you're interested in the new reporting interface introduced in CIC 4.0, this lab puts the new interface environment front and center, along with some of the new 4.0 reports.

Jeroen Buis, Group Manager, Product Management

10:35 -
10:50

Break

FOYER, PISO 1

10:50 -
11:35

Interaction Dialer® – Applications beyond Telemarketing and Collections

Too many times, we try to sell Interaction Dialer only to the markets we think need it most – collections and telemarketing. During this session, we'll take a deeper look at how to position Interaction Dialer in a variety of other markets, for a variety of uses beyond outbound telemarketing and collections calls. Your takeaway? The ability to sell Interaction Dialer to a much broader base.

Tim Passios, Director, Solutions Marketing

10:50 -
11:35

Interaction Process Automation™ (IPA): Industry and Competitive Overview

Come hear details about the specific industry processes customers are implementing in Interaction Process Automation, and how it stacks up against the competition. We believe we have a winner, and we know you will too after attending this session!

*Rachel Wentink, Sr. Director, Strategic Initiatives &
Julio Garcia, Pre-Sales*

Wednesday, 13 April

10:50 -
11:35

The Power of Interaction Attendant®

First, some questions: 1) Do you like saving money? 2) Would you rather do things the easy, bullet-proof way? 3) Is there a better, faster, easier and more efficient way to provide customer customizations, without a huge commitment to time, material and resources? One answer: Interaction Attendant. See how the Interaction Attendant application now takes over for handlers – and hassles – with the ability to structure call and email routing routines and create other "IC" system customizations for your customers.

*Krzysztof Borecki, Pre-Sales Engineer &
Leszek Winiarski, Pre-Sales Engineer*

10:50 -
11:35

Media Server Configuration in 4.0

In covering the advanced Media Server's functionality, we'll discuss configuration and best practices, and point out some frequently made mistakes – FMMs – to help keep you and your customers from making the same mistakes. This session also includes essentials for troubleshooting, and finishes off with useful tips 'n tricks to help in the troubleshooting process.

Jim Hendry, Team Lead, Product Experience Engineer

11:45 -
12:30

Lunch

CASTELO IX

12:30 -
13:15

Successfully Selling into the Enterprise with Customer Interaction Center™ (CIC)

No other enterprise or UC solution offers the ROI that CIC can provide. See how a customer (me) used CIC to help handle everyday events better, leading to increased service levels, flexibility, growth, and revenue as we expanded nationwide. Get real-world tips you can use to sell CIC anywhere. Booyah!

Rick Q. Chin, Manager, Solutions Marketing

12:30 -
13:15

Competitive Session: Avaya

Is Avaya truly a strong vendor and what are they really offering?

*Abdul Nasser Bangcola, Territory Manager &
Daniel Eisenberg, Territory Manager*

12:30 -
13:15

Understanding IPA – What it can, can't and soon will do

Got questions? Join us in this interactive session to learn how your customers can get the most out of IPA's existing capabilities, from deployment considerations, to process design and implementation, integrations, reporting and troubleshooting. We'll also review some key enhancements that will greatly extend the power of IPA.

Zach Hinkle, Pre-Sales Consultant

12:30 -
13:15

Interaction Optimizer® 3.0

Attending this lab will help demonstrate how Interactive Optimizer can take the "agent's preference" into consideration, when building and assigning schedules. Including key factors such as performance or seniority.

Robbie O'Sullivan, Training Consultant

13:25 -
14:10

The Latest Marketing Ideas for Partners

Generate leads, build your company brand, get prospects to contact you... these are all things that lead to sales. In this session, we'll cover the strategies and tactics that can help you market your company and your product portfolio. More importantly, this session is tailored to provide ideas that fit a typical Partner's marketing budget.

Tim Passios, Director, Solutions Marketing

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Wednesday, 13 April

13:25 –
14:10

Competitive Session: Genesys

Why is Genesys worried? We'll talk why Genesys is considering Interactive Intelligence to be one of its most important competitors in the past two years. We'll share some tips, fight back some of Genesys' wrong assumptions and talk about some winning experiences.
Julio Garcia, Pre-Sales & Marcin Grygielski, Territory Manager

13:25 –
14:10

Process Preview in Interaction Process Automation™ (IPA)

A variety of processes have been built for IPA. We'll cover how we created them, and give you some good ideas for processes you can suggest to your customers.
Zach Hinkle, Pre-Sales Consultant & Christian Ehinmola, Sales Engineer

13:25 –
14:10

Reporting in CIC 4.0

If you're interested in the new reporting interface introduced in CIC 4.0, this lab puts the new interface environment front and center, along with some of the new 4.0 reports.
Jeroen Buis, Group Manager, Product Management

14:10 –
14:20

Break

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14:20 –
15:05

Success with Remote Agents is Not so Remote

Hear new insight gained from customers and global experts directly involved in the successful deployment of remote agents. Learn what... motivated early adopters, benefits were realized, challenges were faced, and lessons were learned. Explore how new agent capabilities – such as social media and IPA – are being exploited through the evolving virtual workforce.
Jason Alley, Solutions Marketing Specialist

14:20 –
15:05

A Playbook for "Selling the Solution!"

A focus on Solution Selling is not a new idea. This session, however, offers a whole new perspective on the Solution Selling approach by discussing ways to tap into your prospect's/customer's vision of what they want – not what some vendor thinks they need. Everyone's goal is to have more success in sales. We'll give you a full playbook of ideas to use in selling the solutions from Interactive Intelligence!
Jorge Hurtado, Territory Manager & Shaheen Haque, Territory Manager

14:20 –
15:05

Upgrading to CIC 4.0

The upgrade path for CIC 4.0 is uniquely different from previous versions of the CIC software. See the work we've already done to identify upgrade-related challenges, and hear what our plans to handle them moving forward – including tools and procedures to ensure a successful upgrade for your customers as they move to 4.0. And if you have experience with upgrading previous CIC releases, this is your chance to submit design input early in the process!
Jim Hendry, Team Lead, Product Experience Engineer

14:20 –
15:05

Building Interaction Process Automation™ (IPA) processes – It's easier than you think!

This hands-on lab will help you learn basic and advanced IPA concepts and create your own business processes. Use the Process Automation Designer to create and route work items to users, start new processes via the Interaction Client®, and track the status of processes throughout their lifecycles. (No experience necessary.)
Heiko Kuhn, Sr. Pre-Sales Engineer & Zach Hinkle, Pre-Sales Consultant

Wednesday, 13 April

General Sessions: Castelo I & II

15:15 –
16:00

Where We're Going

Dr. Don Brown, CEO

16:00 –
16:15

Conference Wrap-Up: Concluding Remarks & Prize Giving

Richard Brown, Vice President Sales, EMEA

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www.audiocodes.com



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