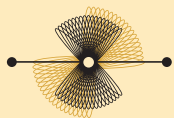
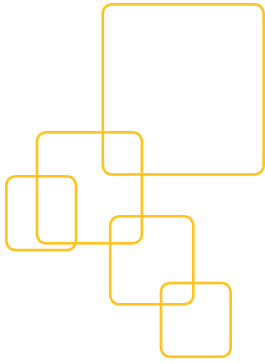


The Interactive Intelligence Elite Partner Program



INTERACTIVE INTELLIGENCE

ELITE PARTNER

Partnership benefits

Partner with the leading innovator in business communications software

- Single-platform, all-in-one solutions to unify communications, maximize customer value
- Higher margins than competitors, plus ongoing revenue from support contracts
- More opportunities via assigned Channel Sales Manager/Territory Manager
- Easy access to sales, marketing and demo resources in the Interactive Intelligence Partner Portal
- Full-time support resources from the Interactive Intelligence Support Services team
- Expanded sales reach—there are no geographic limits to Interactive Intelligence markets worldwide

Why Interactive Intelligence?

Opportunity through differentiation

Communications in business command flexibility. Businesses want that flexibility from one platform.

As an Elite Partner, our all-in-one platform for IP telephony and multi-channel business communications clearly differentiates you in markets for the contact center, enterprise IP telephony and enhanced enterprise messaging. The team-based sales support you get simply ensures that your opportunities, and success, are continuous.

Value proposition to maximize margins

Interactive Intelligence Elite Partners receive some of the highest revenue margins in the communications industry, with achievement coming by way of:

- **Proven innovative solutions** for your portfolio and customers
- **Mutual profitability** through enduring market demand
- **Rewards for commitment** and ongoing contribution

Full-service partner

Offer complete support and services

Elite Partners add significant margins by servicing and supporting the Interactive Intelligence solution. To optimize revenues, you and your staff receive extensive sales training, certification, an internal-use Interaction Center (IC) demo/production system, access to Interactive Intelligence Partner Portal resources and more.

Team enablement approach

Partner Account team and Channel Sales Manager/Territory Manager

At the Elite Partner level, a dedicated Partner Account team and Channel Sales Manager/Territory Manager works with you to identify and qualify leads, then assist with pre-sales tasks, implementation planning, and service activities to successfully close deals.

Interactive Intelligence Pre-sales Engineers also are available for technical assistance, as is a technical support hotline for an Elite Partner's own engineers who hold Interactive Intelligence product certifications.

Getting started

Partnership Kick-off and Launch Kit

In addition to an on-site Partnership Kick-off, Elite Partners receive an Interactive Intelligence Launch Kit containing key support information, marketing collateral and other materials to launch Interactive Intelligence sales and service activities. Web-based sales and product training keeps Elite Partners up to date after their Interactive Intelligence launch.



Sales training and technical certification

As a new Elite Partner, your personnel are placed on a detailed educational track that prepares them to succeed both in selling Interactive Intelligence products and providing certified implementation and support. Our training curriculum results in a strong sales force for your business, along with a skilled implementation and support team that ensures referenceable customers.

Our education and training programs also make learning a convenient process by offering regularly scheduled instructor-led classes and hands-on labs plus convenient online courses.

IC Sales training

To effectively identify and qualify leads for the Interaction Center solution and selected IC add-on applications, Elite Partner staff members receive Kick-off sales training along with:

- Computer Based Training (CBT) for the *Interaction Client*® graphical user interface
- Online IC product demonstration training
- Monthly product and technology Web seminars

Technical certification

Phase 1 – Education Certification

New Elite Partners are required to obtain core certification for at least two staff members in their organization.

Phase 2 – Partner Implementation Enablement Program

To gain real-world implementation experience as an Elite Partner team member, the Interactive Intelligence Professional Services team mentors that person through two Interaction Center (IC) system implementations

once he or she completes certification course work. Two successful implementations render the individual as fully certified, allowing them to perform subsequent IC implementations and support.

This enablement program additionally gives Elite Partner organizations a framework for how to price their services, create an effective Statement of Work, manage customer and end-user expectations, and manage the various aspects of any support or services project.

(Other certification courses are required to implement *Interaction Dialer*®, *Messaging Interaction Center*™ and third-party products.)

Program benefits

Immediate sales and service revenues

From the start, Elite Partners realize some of the highest margins in the IP business communications industry by selling the solutions from Interactive Intelligence. Technology certifications to provide system support and service also add instant margins.

Internal use IC licenses

Elite Partner organizations implement the Interaction Center (IC) system for product demonstrations and/or in-house production purposes, with assistance from their assigned Channel Sales Manager/Territory Manager to configure the system at a discounted cost. Historically, partners who use the IC solution sell more systems than partners who don't.

IC demo support and training

Web-based demo training prepares Elite Partners to professionally demonstrate the Interactive Intelligence solution. Simulated terminal server online demonstration services

are available, as are demonstration facilities at Interactive Intelligence world and regional headquarters offices throughout the U.S. Elite Partner organizations receive one demo services user ID to conduct product demonstrations.

Joint national marketing events and campaigns

Elite Partners actively participate in marketing activities and lead-generating events throughout the year, such as industry tradeshow, field seminars, Web seminars and other events. Support for developing Partner-driven marketing plans and promotional campaign materials is available as needed from the Interactive Intelligence Marketing Services Group.

Web Partner Portal

The password-protected Partner Portal is a full-time information repository for the Interactive Intelligence Partner community. Elite Partners can access the latest corporate and industry news, plus sales, marketing and demonstration resources, ROI tools, and much more.

Membership Services

Elite Partners can interact with the Membership Services help desk via the Partner Portal or phone. Membership Services is a single point of contact for answers to questions about marketing, ordering as well as portal operations and other program benefits.

To learn more

We encourage you to learn more about the Interactive Intelligence Partner Program. Visit us www.ININ.com, e-mail us at PartnerProgram@inin.com, or call 866 850 6789.

Interactive Intelligence, Inc.® | Deliberately Innovative

Interactive Intelligence offers unified business communications solutions for contact center automation, enterprise IP telephony, and enterprise messaging, based on our open standards, all-in-one software suite. More than 3,000 organizations worldwide currently benefit from our premise-based and hosted solutions, which include value-added services for software, hardware, implementation, consulting, support and education.

At Interactive Intelligence, it's what we do.

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