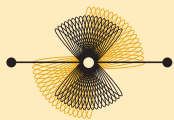
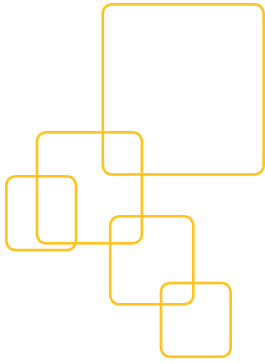


The Interactive Intelligence Premier Partner Program



INTERACTIVE INTELLIGENCE

PREMIER PARTNER

Partnership benefits

Partner with the leading innovator in business communications software

- Single-platform, all-in-one solutions to unify communications, maximize customer value
- More opportunities via assigned Channel Sales Manager/ Territory Manager
- Easy access to sales, marketing and demo resources in the Interactive Intelligence Partner Portal
- 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 a Premier 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 Premier 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
- **Measurable escalation** within a multi-tiered program structure
- **Rewards for commitment** and ongoing contribution

Team enablement approach

Channel Sales Manager/Territory Manager sales and service support

Success in the markets Interactive Intelligence reaches is highly dependent on the level of support a Partner receives. Premier Partners are assigned an Interactive Intelligence Channel Sales Manager/Territory Manager, who works with your team to identify and qualify leads, and who then assists with the pre-sales, implementation and service activities that close deals and generate revenues.

Getting started

Premier Partners receive an Interactive Intelligence Launch Kit containing marketing collateral, support information and other key materials to initiate sales activities. Thereafter, ongoing Web-based sales and product training curriculums keep Premier Partners up to date on the latest Interactive Intelligence solutions throughout their partnership.

No technical certification required

Authorized sales Partners at the Premier level are not required to obtain technical certifications or allocate technical resources for their Interactive Intelligence practice. Premier Partners utilize our Professional Services and Support organizations to provide implementation and post-sales support for all end-customers.



Program benefits

Sales training and education

The best foundation for selling any business communications solution is having the proper skill set and product knowledge. Interactive Intelligence sales training prepares you to effectively identify and qualify leads for the Interaction Center (IC) product suite and associated applications. As importantly, however, is learning about the IC technology from an actual end-user perspective.

Education curriculums from Interactive Intelligence are available both for Premier Partner organizations and for your customer end-users who leverage the IC software.

Internal use IC licenses

Premier Partner organizations implement the Interaction Center 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 Premier Partners to professionally demonstrate the Interactive Intelligence solution. Simulated terminal server online demonstration services also are available, as are demonstration facilities at Interactive Intelligence world and regional headquarters offices throughout the U.S. Premier Partner organizations receive one demo services user ID to conduct product demonstrations.

Joint national marketing events and campaigns

Premier 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. Premier Partners can access the latest corporate and industry news, plus sales, marketing and demonstration resources, ROI tools, and much more.

Membership Services

Premier 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.

Growth within the Interactive Intelligence Partner Program

Premier Partners can heighten their commitment to the Interactive Intelligence Partner Program by obtaining required service and support certifications for the Elite Partner level. Along with selling the Interaction Center product suite and associated IC applications, Interactive Intelligence Elite Partners can add significant margins by servicing and supporting the IC solution.

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.

WORLD HEADQUARTERS

7601 Interactive Way
Indianapolis, IN 46278 USA
317 872 3000 voice and fax

EMEA

Thames Central, Hatfield Road
Slough, Berkshire, SL1 1QE
United Kingdom
+44 (0)1753 418800 voice and fax

ASIA PACIFIC

Suite 24.5 Level 24 Menara IMC
8 Jalan Sultan Ismail
50250 Kuala Lumpur
Malaysia
+603 2776 3333 voice
+603 2776 3343 fax