



digital voice systems, inc.

Interactive Intelligence Awarded Best of Show at ITEXPO West for Cloud-based Communications Solution

The Interactive Intelligence communications-as-a-service solution wins Best of Show award for "most innovative service"

INDIANAPOLIS -- (BUSINESS WIRE) -- The Interactive Intelligence (Nasdaq: ININ) cloud-based communications-as-a-service solution has received ITEXPO West's 2010 Best of Show award in the category of "most innovative service."

The award, which was announced at Technology Marketing Corp.'s (TMC) ITEXPO in Los Angeles last month, recognizes the product or service that stands out from the competition based on technological achievement and creative features, according to TMC CEO and group editor-in-chief, Rich Tehrani.

"The Interactive Intelligence CaaS solution won our Best of Show award because it delivers a hosted service that addresses primary buyer concerns of control, security, reliability and flexibility," Tehrani said. "Interactive Intelligence accomplishes this by offering a unique hosted delivery model that enables customers to keep their voice traffic on their network, and record and store all recordings inside their firewall. The solution also features isolated virtualized servers, and the option to migrate from a hosted to a premise-based solution without the need to re-write applications."

The Interactive Intelligence CaaS solution, called CaaS Contact Center, is a hosted, cloud-based set of on-demand services. It includes the following features: interactive voice response, multichannel routing and recording, screen-pop, outbound and blended dialing, quality monitoring, workforce management, desktop call control, desktop faxing, unified messaging, and presence management. It also offers a single Web portal for centralized end-user administration, configuration and billing.

"We hope this award creates greater awareness among buyers that they can enjoy all the advantages of a hosted solution without sacrificing the functionality, control, security, reliability and flexibility of a premise-based solution," said Interactive Intelligence founder and CEO, Dr. Donald E. Brown.

For more information about CaaS Contact Center, visit www.democaas.com.

The ITEXPO Best of Show awards recognize innovative products and services that were featured in the exhibit hall during the event. INTERNET TELEPHONY magazine editorial staff evaluated the pre-show nominations, and met with vendors to inspect and review the displayed products and services on the first day of the Expo. A full list of the winners is posted on TMC's website at www.tmcnet.com.