

Gartner lists Interactive Intelligence as 'Visionary'

Submitted by: Gray Associates

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AIX-EN-PROVENCE (March 6, 2002) - Interactive Intelligence (Nasdaq: ININ), a global developer of interaction management software, was listed as a 'visionary' in Gartner Inc.'s EMEA Contact Center Infrastructure Magic Quadrant 2001 report, published on February 22, 2002.*

The report assesses major contact center vendors and places them in one of the following four quadrants: leader, challenger, visionary or niche player. Gartner defines visionary vendors as vendors who have a clear vision of market direction and are focused on preparing for that, but can still improve in terms of optimizing service delivery.

Interactive Intelligence offers a bundled suite of multi-channel interaction management products, based on the company's open, "all-in-one" communications platform called Interaction Center Platform TM. Interactive Intelligence designed this platform as a cost-effective, simple alternative to traditional telecommunications solutions.

According to the report, authored by Gartner, Inc. research director, Stephen Blood, "The need to manage multi-channel communications, dissimilar telephone switching fabric and the desire to reduce the total number of vendor relationships is allowing former leading CTI vendors and emerging bundled suite vendors to challenge incumbents for leadership."

The report went on to project that, by 2003 enterprises will use a single vendor for automatic call distribution, computer telephony integration and universal queuing, and will use this vendor as the primary source for additional contact centre infrastructure purchases.

"Gartner's report underlines a serious need within the contact centre industry that our product line has been uniquely fulfilling since its introduction in 1997," said Dr. Donald E. Brown, president and chief operating officer for Interactive Intelligence. "We have never relied on components from acquired companies to 'kluge' together a solution, nor have we taken a hardware-based architecture and simply bolted on components to provide a 'software' solution. As a company that, from the start, created a unified, open, software-based platform, we believe we offer organizations a major advantage over competitors. We're excited to share this competitive advantage with contact centres throughout Europe."

Interactive Intelligence's award-winning flagship product for contact centres, called Customer Interaction Center TM (CIC), replaces proprietary communication devices such as PBXs, automatic call distributors, interactive voice response systems, voice mail systems, fax servers, Web gateways and CTI middleware systems. CIC provides contact centres with a host of applications, including multimedia routing and queuing, screen pop, speech recognition, supervisory console, call recording, reporting and Internet text chat.

Interactive Intelligence is headquartered in North America with European offices located in France, United Kingdom, Germany and the Netherlands. The company sells its products through a channel network composed of more than 150 resellers, including KPN, Deutsche Telekom, eircom, Dimension Data, Cisco, Unisys and Pivotal.

Interactive Intelligence has installed its products at more than 900 customer sites worldwide, including BMW Financial Services Italia, Telegen UK and Telenor Norway.

About Interactive Intelligence Inc.

Interactive Intelligence (Nasdaq: ININ) is a global developer of multi-channel interaction management software designed to give contact centres, enterprises and service providers a flexible and affordable alternative to traditional telecommunications and computer telephony integration solutions. The company was founded in 1994 and has a worldwide customer base of more than 900 companies. Interactive Intelligence has won numerous awards, including Software Magazine's 2000 Top 500 Global Software and Services Companies and Frost & Sullivan's 2001 Entrepreneurial Company of the Year. The company's corporate headquarters are located in Indianapolis, IN, USA with offices throughout North America, Europe and Asia Pacific. Its telephone number is +33 442.910.910; on the Web: <http://www.ININ.com>

This release contains certain forward-looking statements that involve a number of risks and uncertainties. Factors that could cause actual results to differ materially are described in the company's SEC filings.

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