

POST cti and IDL form alliance to support open telephony industry

Submitted by: Gray Associates

Tuesday, 18 November 2003

=====
Harrogate, North Yorkshire, 18 November 2003. POST cti, a Value Added Distributor of standards-based communications products, and IDL, UK Master Distributor for Interactive Intelligence Inc. and a voice applications specialist, announce today a partnership agreement and a series of jointly-funded marketing initiatives to promote the uptake of standards-based telephony amongst the developer, reseller and system integrator communities.

POST cti and IDL are currently planning a series of nationwide training courses and partner events to launch the new initiative over the coming months. Details of courses and events will be posted on the POST web site at www.postcti.co.uk and on the IDL web site at www.idl-mettoni.com

The partnership agreement is based on a recognition that while businesses are increasingly demanding standards-based, multi-channel communications solutions, resellers and system integrators often need specialist support in order to deliver these solutions reliably and on time.

By combining skill sets, POST cti and IDL believe they can cater for these needs. POST cti supplies an extensive range of standards-based communications building blocks from PC boards to server platforms and

application development software - as well as support and training services.

As a Value Added Distributor, it will not, however, create end user solutions. That's where IDL's application software expertise and ten years of open telephony integration experience come in - helping resellers and SIs create best-in-class solutions that deliver extensive benefits such as cost savings, improved productivity and enhanced customer service.

About POST CTI

=====

Formed in 1997, POST CTI is a Value Added Distributor (VAD) of standard-based communications building blocks from leading manufacturers such as Intel, Envoy, HP, Scansoft and Nuance. POST CTI is the only VAD of Intel® Telecom Products in the UK and the largest VAD for Intel telecom products in EMEA.

POST CTI provides Value Added Resellers, Systems Integrators and Developers with a single convenient source for communications technologies. In addition to providing a broad and competitively-priced product selection, the company offers custom system integration services and advice, finance options, sales training and marketing/technical educational seminars.

About IDL

=====

IDL is part of Mettoni Ltd (www.mettoni.com), a firmly established UK voice and data solutions group with three decades of experience in voice applications. The company is Master Distributor for Interactive Intelligence® Inc. (www.inin.com) in the United Kingdom, with a skilled team of systems designers, implementation engineers and project managers focused on solutions design and implementation. Initially released in 1997, the feature-rich Interaction Centre PlatformT from Interactive Intelligence is a market-leading suite of server based business and contact centre applications and has proven integrations with many popular CRM (customer relationship management) systems. The Interactive Intelligence product portfolio is fully compatible with the Intel® Telecom products. IDL (www.idl-mettoni.com) products and solutions are supplied solely through its partner network.

For further enquiries please contact:

=====

Nik Robinson, Operations Director, POST CTI Tel: +44 (0)870 1266633 email:

nik.robinson@postcti.co.uk

Rupert Adair, Business Development Manager, IDL +44 (0)118 9439320

rupert.adair@idl-mettoni.com

Michael Gray, Gray Associates Ltd. Tel: +44 (0) 20 8744 9168 email:

michael@grayassociates.co.uk