

# nGenera CIM Placed in Visionaries Quadrant of 2009 Magic Quadrant for eService Suites

Submitted by: Wildfire

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Windsor, UK - 1st October 2009: nGenera Customer Interaction Management (<http://cim.ngenera.com/>) (CIM), a division of nGenera Corporation and a global leader in next-generation customer experience software solutions, today announced that Gartner, leading information technology research and advisory company, placed nGenera CIM in the "Visionaries" quadrant of their 2009 Magic Quadrant for eServices authored by analysts Johan Jacobs and Michael Maoz.

According to the report, "Gartner has once again observed that, during the past 12 months, 87% of multichannel product buyers preferred an e-service suite solution as opposed to a stand-alone single-channel or point based product. Initially, buyers only require support for two to three channels; but, as time goes by and organizations mature, the other channels get switched on. Buyers in 2009 are anticipating this and buying solutions that will support multiple channels from the outset. The RFPs typically include the requirements for multiple channels that will be deployed in the future, even though a single channel is needed in the short term."

"We are consistently winning business in competitive deals. We believe this demonstrates that our solution suite and individual modules meet customers' immediate needs, and that our product vision supports their future initiatives," said nGenera CIM General Manager, Wade Pfeiffer.

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About nGenera Customer Interaction Management

nGenera Customer Interaction Management is the global leader in next generation customer experience solutions. Customers report increased customer satisfaction and measureable cost savings within six months of deployment. With 250% customer growth over three years, more companies trust their customer experiences to nGenera Customer Interaction Management. Customers include AOL, Bosch, Canon, Dell, eBay, Epson, Microsoft, Nationwide, P&O Ferries, Paddy Power, Sky Bet and Siemens. For more information, visit [www.ngenera.com/cim](http://www.ngenera.com/cim).

About nGenera

nGenera Corporation serves the Global 2000 with a platform of innovative research, executive education, advisory services, and collaborative applications providing breakthrough capabilities in customer experience, talent management, and leadership performance. nGenera Customer Interaction Management's award-winning solutions are a key component of nGenera's nGen Customer offerings, which provide companies the means to accelerate and sustain growth by understanding and creating differentiated experiences for and with customers, partners, and employees. In addition to its nGen Customer offerings,

nGenera's on-demand business innovation platform includes unique, high-impact applications for Sales Management, Talent Markets, Incentive Compensation, and Business Simulation. For more information, visit [www.ngenera.com](http://www.ngenera.com).

#### About the Magic Quadrant

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