

January 10, 2013

## T-Mobile Austria to Deploy Interactive Intelligence's Cloud-based Contact Center Solution

*T-Mobile to move its technology and customer service functions to the cloud*

INDIANAPOLIS & FRANKFURT, Germany--(BUSINESS WIRE)-- T-Mobile Austria, a subsidiary of Deutsche Telekom, has chosen Interactive Intelligence Group Inc.'s (Nasdaq: ININ) contact center solution to support its 500 agents across two sites.

The Interactive Intelligence [Customer Interaction Center](#)<sup>®</sup> (CIC) IP communications software suite was selected for its flexibility, the availability of European data centers for a cloud deployment option, and proven track record backed by more than 5,000 customers worldwide.

T-Mobile sees its customers benefiting from increased efficiencies and state-of-the-art technology, which are critical to the success of its service channels and outsourced call center partners.

[CIC](#) will help support T-Mobile's recently re-launched "European Routing Platform Customer Service" (ERPCS) project, which was designed to boost flexibility, integrate outbound campaigns, cut costs, and add non-voice routing capabilities.

"We have very high standards and Interactive Intelligence has been diligent in sticking to all of them," said Werner Weiss, T-Mobile's project manager. "CIC's flexibility, cloud deployment option, and value for the money were key in winning us over. However, the deciding factors were our very positive impressions based on customer reference site visits, and Interactive's exemplary approach to project planning."

The [CIC](#) deployment is expected to go live in the summer of 2013. Work between all project stakeholders, experts from the various fields, and the project teams from T-Mobile and Interactive has begun. The teams have been working together to detail requirements and implement them. The first training session with Interactive and T-Mobile specialists has already taken place.

### About T-Mobile

T-Mobile Austria has 4,076 million customers and is the second biggest mobile operator in Austria. The company is known for driving innovation in the telco business. Both brands "T-Mobile" and "tele.ring" address two different target groups. T-Mobile lives by the slogan "Life is for sharing" and offers innovation in regards to smartphones, services and applications. The brand tele.ring is the successful "value for price" leader in the Austrian telecommunications market. In 2011 T-Mobile invested over € 100 million in the network with a specific focus on the roll out of HSPA+ and the next generation mobile network LTE. T-Mobile Austria has 1,400 employees. In 2011 the company received an award for the most attractive employer in Austria by Aon Hewitt. T-Mobile's headquarters, the T-Center, are based in Vienna on the Rennweg near the "Südost-Tangente." In addition to 46 T-Mobile shops, T-Mobile has sales offices in Salzburg, Innsbruck, Graz and Klagenfurt.

T-Mobile Austria is a subsidiary of Deutsche Telekom AG and hence, belongs to one of the world's leading companies in telecommunications. The company's international outlook allows T-Mobile customers to benefit from a wide range of products and services, both at home and abroad.

### About Interactive Intelligence

Interactive Intelligence Group Inc. (Nasdaq: ININ) is a global provider of contact center automation, unified communications, and business process automation software and services. The company's unified IP business communications solutions, which can be deployed on-premises or via the cloud, are ideal for industries such as financial services, insurance, outsourcers, collections, and utilities. Interactive Intelligence was founded in 1994 and has more than 5,000 customers worldwide. The company is among Forbes Magazine's 2011 Best Small Companies in America and Software Magazine's 2012 Top 500 Global Software and Service Providers. It employs approximately 1,400 people and is headquartered in Indianapolis, Indiana. The company has offices throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific. Interactive Intelligence can be reached at +1 317.872.3000 or [info@inin.com](mailto:info@inin.com); on the Net: [www.inin.com](http://www.inin.com).

This release may contain 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.

Interactive Intelligence is the owner of the marks INTERACTIVE INTELLIGENCE, its associated LOGO and numerous other marks. All other trademarks mentioned in this document are the property of their respective owners.

ININ-G

Interactive Intelligence  
Christine Holley, Senior Director of Market Communications, +1 317-715-8220  
[christine.holley@inin.com](mailto:christine.holley@inin.com)

Source: Interactive Intelligence

News Provided by Acquire Media