

**For further information, contact:**

Rachel Levy  
Think Services  
609-759-4738  
rlevy@think-services.com

**ICMI Call Center Demo & Conference Offers Sneak Peek at Exhibitor Product and Service Introductions**

*Callfinity, InVision Software, Pipkins and Satori Software revealing new products and services at event, taking place February 25-27, 2009, in Miami, Florida.*

**Princeton, NJ --- February 19, 2009 ---** As call centers work towards the invariable goal of improving performance while cutting costs, the need for new, streamlined solutions has become more urgent than ever.

A number of such solutions, many of them newly revealed, will be on display at the ICMI Call Center Demo & Conference, which will take place February 25-27, 2009, at the Hyatt Regency Miami in Miami, Florida.

Callfinity, Inc., a leader in contact center technology, will introduce ContextIP, a full-featured, and scalable telecommunications platform designed specifically for contact center use. Available as either an on-premise installation or a hosted service, ContextIP provides all-in-one PBX/ACD functionality with IVR, recording, dialing and CRM features that are easy-to-use and affordable.

President and CEO Jeff Valentine said, "Callfinity has become known in the contact center industry as the easiest platform to use. In addition, we're able to be very flexible with our customers and offer ContextIP as a lower priced service compared to many of our competitors. As a result, I expect we will continue to grow aggressively despite the vacillating economy."

InVision Software, a leading international provider of contact center workforce management solutions, will promote workforce management software InVision Enterprise WFM. This software enables contact centers to reduce labor hours and payroll expenses without mandating excessive layoffs.

"Corporations across the globe are desperate to cut costs to weather the economic storm," said Peter Bollenbeck, CEO of InVision Software. "They need to be careful that this desperation does not lead them to decisions that are going to stifle their recovery efforts. We are offering a solution that will help companies reduce costs through optimized scheduling, and our short-term renewable licensing provides the cost advantage of software as a service (SaaS) with the full functionality of a system installed on premise."

Pipkins, a leading supplier of workforce management software for commercial call centers, will be introducing a Smartphone support feature for their Vantage Point Web Access module. This module will enable users equipped with Smartphones to check agent status at a glance, modify schedules with a click while in meetings or off-site, send messages and notifications and view reports from hundreds of miles away.

"This enhancement adds another powerful new tool to keep contact centers running smoothly," said Jim Hogan, Manager of Customer Care for Pipkins. "Supervisors can now log changes such as sick days or

early releases, view agent schedules, and send popup and email messages with a click from the same grid without navigating to different screens.

Satori Software, an industry-leading producer of address management solutions, will introduce their latest innovation, MailRoom ToolKit Capture. This quick addressing software solution makes verifying and collecting addresses fast and error-free. Call center staff need only to enter a zip code; then quickly drill down to the caller's address with no spelling confirmation required.

"The quick addressing market has been waiting for improvements for far too long," said Hugh Rogovy, President of Satori Software. "MailRoom ToolKit Capture brings innovations like Visual Field Mapping and automatic signature activation, which make using the software with multiple applications, or address forms, fast and easy. And our powerful search technology returns more results, in less time, than the competition.

"So many of our attendees come to ICMI events not only for the unparalleled education, but also to learn about the latest and greatest products and services on the market," said Fiona Henderson, ICMI Executive Director of Events. "We are excited to host the introduction of these new industry innovations and solutions."

The Call Center Demo & Conference is presented by The International Customer Management Institute (ICMI), one of the call center industry's most respected organizations. To register to attend this event, or to find out more about the conference, media registration, and exhibition opportunities, please visit <http://www.callcenterdemo.com>.

### **About ICMI**

The International Customer Management Institute (ICMI) is the leading global provider of comprehensive resources for customer management professionals – from frontline agents to executives – who wish to improve customer experiences and increase efficiencies at every level of the contact center. ICMI's experienced and dedicated team of industry insiders, analysts, and consultants are committed to providing uncompromised objectivity and results-oriented vision through the organization's respected lineup of professional services including: Membership, Training and Certification, Consulting, Events, and Informational Resources. Founded in 1985, ICMI continues to serve as one of the most established and respected organizations in the call center industry.

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