

Adaptive Engineering



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Adaptive Engineering Wins Communications Solutions Product of the Year Award

*Boston-based technology firm recognized for outstanding innovation
alongside Microsoft, Motorola, and Siemens*

Boston, MA – June 15, 2009 – Adaptive Engineering, [a leading developer of collaboration and Unified Communications software products and solutions](#) announced today that Technology Marketing Corporation (TMC) has awarded its flagship product Concourse 3™ with the Communications Solutions Product of the Year Award. The Product of the Year Award recognizes the most innovative products that facilitate voice, data and video communications, or combinations thereof. This prestigious award is bestowed to companies whose products demonstrated vision, leadership and groundbreaking achievement.

“I am pleased to recognize Adaptive Engineering for their excellence in the advancement of collaboration and communications,” said Rich Tehrani, TMC President and Group Editor-in-Chief. “Adaptive Engineering has demonstrated a commitment to quality and excellence in solutions that benefit the customer experience while delivering a strong return on investment for the companies they serve.”

Adaptive Engineering’s flagship product, Concourse™ 3, is the only Unified Communications solution designed from the perspective of the customer experience. Based on metrics accepted as the industry standard, it has the potential to save individual call centers more than six (6) million dollars per month. It does so by enabling the customer’s first point of contact to collaboratively leverage additional resources and resolve issues with increased efficiency; meaning fewer call backs or transfers to supervisors required.

“We are honored to have our product, Concourse™ 3, recognized with TMC’s Communications Solutions Product of the Year award,” said Allan Stern, CEO and Founder of Adaptive Engineering. “Concourse™ 3 is designed to serve the communication and collaboration needs of any enterprise organization by accelerating collaboration between team members, supervisors, managers, even vendors, partners and suppliers, virtually and in real-time. The end result is increased efficiency and greater productivity.”

The Communications Solutions Product of the Year Award recognizes the vision, leadership and attention to detail that are the hallmarks of the prestigious award. The most innovative products and services brought to market in 2008 were selected as recipients of this year’s Communications Solutions Product of the Year Award for their groundbreaking achievement.

About Adaptive Engineering

Adaptive Engineering designs applications to help enterprises increase productivity by simplifying the way employees communicate and interact, applying fresh visual metaphors to textual data, applications or systems, and decreasing the time it takes users to learn and react to a situation. The course of action is real-time, intuitive and creates collaborative communities, making employees more efficient and work more enjoyable.

More information is available at: www.adaptiveengine.com

About TMC

Technology Marketing Corporation (TMC) is a global integrated media company helping clients build communities in print, in person and online. TMC publishes *Customer Interaction Solutions*, *INTERNET TELEPHONY*, *Unified Communications*, and *NGN Magazine*. TMCnet, TMC's Web site, is the leading source of news and articles for the communications and technology industries. TMCnet is read by two to three million unique visitors each month worldwide, according to Webtrends. TMCnet is ranked as 2,921 in Quantcast's Top U.S. Sites placing TMCnet in the top .03% most visited Web sites in the US. In addition, TMC produces ITEXPO, 4GWE Conference, Digium|Asterisk World and Communications Developer Conference. For more information about TMC, visit www.tmcnet.com.