



**Contact:**

PJ Foster

[pjfoster@rasky.com](mailto:pjfoster@rasky.com)

(617) 443 – 9933 x341

**Adaptive Engineering Re-Launches Website**  
*Features Instant ROI Calculator and First Ever Informational Podcast*

**February 20, 2009** – Adaptive Engineering, a leading developer of enterprise applications, announced their website relaunch featuring a ROI calculator and their first ever informational podcast. The company’s ROI calculator offers call centers the opportunity to determine the total cost savings and return on investment from using the Unified Communications product suite, Concourse™ 3. The company spotlights on their unique, game-like visuals to save customers time and money, while simultaneously reducing churn and enhancing the user experience.

“Now more than ever, it is critical for companies to continue to invest to drive superior customer service. We’re very excited to showcase how we can help companies make an exceptional return on investments around the customer,” said Michelle Reese, Global Vice President, Sales and Marketing. “As the only Unified Communications suite designed with the user experience in mind, we look forward to seeing the quick, positive results enterprises and call centers around the world can achieve with Concourse™ 3.”

Based on metrics accepted as the industry standard, Concourse™ 3 has the potential to save some customers more than six (6) million dollars per month. It does so by enabling the customer’s first point of contact to collaboratively reach additional resources and resolve the issue more efficiently, meaning fewer call backs or transfers to supervisors required.

In addition, Adaptive Engineering has posted their first informational podcast, featuring Greg Jensen, Chief Technology Officer. Greg discusses the Unified Communications industry, the methodology behind user centric design and engineering, and the impact of the financial crisis on business technology needs to improve customer service.

**About Adaptive Engineering**

Adaptive Engineering is the software development company that provides efficient and intuitive visual solutions to businesses and organizations looking to save time and money. Their custom-built applications and unique business challenge approach allow enterprises to focus on cost,

innovation and how to differentiate from competitors and can be found streamlining business processes in enterprises and call centers worldwide. More information is available at: [www.adaptiveengine.com](http://www.adaptiveengine.com).

### **About Concourse**

Concourse™ 3 is a business-driven unified communications suite which accelerates collaboration between team members, supervisors, managers, even vendors, partners and suppliers, virtually and in real-time. Concourse™ is designed to serve the communication and collaboration needs of your enterprise organization, and enables businesses to tailor their communications to gain efficiencies and boost productivity.

##