

Adaptive Engineering



CLICKFOX

Adaptive Engineering and ClickFox Partner to Deliver Next-Generation Agent Desktop Customer Experience Intelligence

Both companies nominated for 2009 Red Herring Top 100 Awards recognizing North America's "Most Promising" companies driving the future of technology

SAN DIEGO, CA – May 13, 2009 – At the Red Herring Top 100 Awards, Adaptive Engineering, a leading developer of collaboration and unified communication software product and solutions for enterprises, today announced a partnership with ClickFox, the leader in Customer Experience Analytics (CEA) software and solutions. Leveraging the collective technology assets and expertise of the two organizations, the partnership is expected to accelerate the co-development of next-generation customer experience solutions as well as boost cost-savings and value delivered to their respective client bases.

“This strategic alliance between our two companies emphasizes the demand in the market for continued improvements in system usability and understanding customer behavior,” said Allan Stern, CEO and Founder of Adaptive Engineering. “We look forward to expanding Adaptive’s unique business model and approach to new customers while also incorporating ClickFox’s innovative approach to managing the total customer experience into our advanced technology.”

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.

With the unique ability to effortlessly aggregate data from all touch points and other analytics sources — such as speech analytics, web analytics, quality monitoring, agent scoring, work force optimization and beyond — ClickFox is the only solution provider in the industry to enable businesses to comprehensively manage the “Total Customer Experience.” Using a unique customer identifier to map and analyze cross-channel interactions, ClickFox CEA helps some of the nation’s largest businesses and service providers address the growing imperative of strategically managing customer experience as an integrated, cross-channel core competency. By aligning customer intention and behavior with an organization’s operational and strategic objectives, ClickFox enables enterprises to address today’s critical challenges of carving out operational costs while at the same time boosting service quality and customer retention.

“As companies across virtually every industry look to navigate to safer waters in this extremely challenging economic environment, they are getting back to basics by focusing on the mission-critical tasks of improving the customer experience to shore up satisfaction and retention while also looking for ways to dramatically reduce operating costs,” said Marco Pacelli, ClickFox’s CEO. “By partnering with Adaptive Engineering, ClickFox will be even better positioned to help our customers address these challenges by delivering even greater value and savings to their bottom line. Adaptive’s innovative systems and intuitive visual applications set them apart from other Unified Communications solutions — providing a number of opportunities to jointly develop new, innovative ways of holistically understanding and analyzing the total customer experience.”

Both Adaptive Engineering and ClickFox were recently named as finalists in the Red Herring’s North America 100 Award, a prestigious list honoring 2009’s most promising private technology ventures that are leading the next wave of innovation. For over 10 years the awards have been given to the top 100 companies based upon their technological innovation, management strength, market size, investor record, customer acquisitions and financial health. Each year, Red Herring receives hundreds of nominations from companies in a wide range of industries, including telecom, communications, security, Web 2.0, software, hardware, biotech, clean tech, among many others.

The CEOs of the 200 finalists were invited to present their innovative technologies and winning strategies at the Red Herring Conference in San Diego on May 11, 2009, where the [Red Herring Top 100](#) will be officially announced.

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 yourself from your competitors and can be found streamlining business processes in enterprises and call centers worldwide. More information is available at: www.adaptiveengine.com

About ClickFox

ClickFox is the defining leader of Customer Experience Analytics (CEA) software and solutions. By visually synthesizing all interaction touches, ClickFox enables businesses to manage the “Total Customer Experience” by connecting the dots and making sense of the complex choices of customer interactions that drives revenues, loyalty, and defections. Transcending a limited single channel view, ClickFox CEA patented behavioral analysis engine provides a visually intuitive mapping of all customer interactions — from IVR, retail, web, and email to agent CRM desktops, handheld devices, and interactive kiosks — delivering unparalleled visibility to uncover hidden connections and reveal bottom-line customer insights. Deployed by some of the nation’s largest telcos, financial institutions, among other Fortune 500 enterprises, ClickFox has a proven track record of helping world-class service providers dramatically boost operational efficiency and profitability. For more information, visit www.clickfox.com.

About Red Herring

Red Herring is a global media company uniting the world's best high technology innovators, venture investors, and business decision-makers in a variety of forums: a leading innovation magazine; an online daily technology news service; technology newsletters, and major events for technology leaders around the globe. Red Herring provides an insider's access to the global innovation ecosystem, featuring unparalleled insights on the emerging technologies driving the economy. For more information, visit www.redherring.com

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