

Adaptive Engineering



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## **Adaptive Engineering Receives 2009 Red Herring Award**

*Boston-based technology firm joins Google, Yahoo!, Skype, and YouTube as recipient of innovation award*

**Boston, MA** – May 18, 2009 – Adaptive Engineering, [a leading developer of collaborative Unified Communications software products and solutions for call centers and enterprises](#) was recognized this week for their flagship product, Concourse™ 3. Concourse™ 3 was recognized for excellence and product innovation.

Adaptive Engineering's 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 callbacks or transfers to supervisors are required.

“We are honored to be recognized by Red Herring as one of today's leading private technology ventures with innovative technology products that will lead the next wave of disruption,” said Allan Stern, CEO and Founder of Adaptive Engineering. “As a new member of the Red Herring 100, we are pleased to be joining a community of companies at the forefront of innovation who are helping to drive the future of technology.”

The award was presented at the North America Red Herring 100 Conference in San Diego where executives from 200 companies gathered to showcase their innovative technologies and winning strategies. Adaptive Engineering's Concourse™ 3 was selected from over 1200 applicants and 200 finalists to be one of the 100 award winners. Other awardees included Twitter, Zuora, IPextreme, Hubspot, YouSendIt, and ClickFox.

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.

“We help businesses succeed by starting with the customer experience, which lies at the heart of a unified communications solution,” said Mr. Stern. “Concourse™ 3 is designed to accelerate collaboration between team members, supervisors, managers, even vendors, partners and suppliers, virtually and in real-time. The result is greater efficiencies and productivity.”

### **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](http://www.adaptiveengine.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](http://www.redherring.com)

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