



For Immediate Release

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**Adaptive Engineering to Attend CES and IQPC Call Center Summit  
Unified Communications Company Focuses on Profitable Niche for 2009**

**BOSTON, Mass.** – January 6, 2009 – Adaptive Engineering, a leading developer of applications for enterprises, including the Unified Communications product suite, Concourse™ 3, today announced they will attend the Consumer Electronic Show (CES) and the International Quality and Productivity Center (IQPC) Call Center Summit to kick off 2009. The shows take place from January 8 – 11 in Las Vegas and January 26 – 29 in Orlando, respectively. Concourse™ 3, Adaptive Engineering’s flagship product suite, was released in September 2008 and is used in call centers worldwide to accelerate communications between employees and boost customer service levels.

“Adaptive Engineering will jump start 2009 at CES – I can’t think of a better way to kick off the new year,” said Allan Stern, CEO and founder of Adaptive Engineering. “Next, we move on to the Call Center Summit where IQPC has put together an outstanding program for this year’s conference. We look forward to contributing to the dialogue in the technology space, particularly around the issue of ROI and how call centers can save time and money and reduce churn by making the right investments,” Allan continued.

Attending CES and the IQPC Call Center Summit is part of Adaptive Engineering’s rollout of the latest version of their flagship product suite, Concourse™ 3. Designed to help enterprises drive increased productivity by simplifying the way employees communicate, Concourse™ 3 is the only Unified Communications product suite that applies visual metaphors to textual data, decreasing the time it takes users to learn and react to a situation. With Concourse™, the course of action is real-time, intuitive and it creates collaborative communities, making employees more efficient and work more enjoyable.

“Call Center Summit is designed to provide call center executives with the tools they need for success and we at IQPC are thrilled to add Adaptive Engineering’s participation to this valuable industry event,” said Jason Ramrattan, Program Coordinator, IQPC. “Enterprise technology, particularly the Unified Communications niche, is a growing and increasingly important area for call center executives and Adaptive brings a unique perspective to this issue.”

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### **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 Concourse**

Concourse 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. At the heart of Concourse lies an enterprise instant messaging application specifically designed to serve the communication and collaboration business needs of your enterprise or organization. Concourse also enables businesses to tailor their communications to gain efficiencies and boost productivity.

Concourse 3.0 comes with a multitude of unique features including:

- Dynamic routing, promoting solutions-oriented communication
- Group communication and message broadcasting
- Attribute-based platform that is scalable and fully customizable
- Diverse user preferences
- Training and e-learning tools
- Reward and incentive program
- Remote desktop viewer/controller

### **About CES**

With more than four decades of success, the International Consumer Electronics Show (CES) reaches across global markets, connects the industry and enables CE innovations to grow and thrive. The International CES is produced by the Consumer Electronics Association (CEA), the preeminent trade association promoting growth in the consumer technology industry. CEA represents more than 2,200 corporate members involved in the design, development, manufacturing, distribution and integration of consumer electronics products. All profits from CES are reinvested into industry services, including technical training and education, industry promotion, engineering standards development, market research and legislative advocacy.

### **About the IQPC Call Center Summit**

The 4th Annual Call Center Summit provides tactical strategies for improving call center performance and ROI. Four CEOs and 30 award winning industry experts will demonstrate their strategies for retaining customers, leveraging technology, improving agent productivity, cutting costs, and linking each result to the company bottom line. The 4th Annual Call Center Summit will prepare attendees with the latest information to move their call center forward.