

PRESS RELEASE

For Immediate Release



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Noble™ Mimic from Noble Systems Receives “Product of the Year” Award from Customer Inter@ction Solutions Magazine® for 2007

Noble Systems is Honored for Outstanding Innovations in Contact Center Technology

Atlanta, GA – January 7, 2008: Noble Systems Corporation, a global leader in innovative contact center technology solutions, has received a “Product of the Year Award” from Technology Marketing Corporation’s (TMC®) *Customer Inter@ction Solutions*® magazine for **Noble™ Mimic**. **Noble Mimic** helps contact centers simplify agent processes through an innovative portal combining a common interface for multiple data sources, workflow automation, call scripts, and a complete set of tools for communicating with customers. *Customer Inter@ction Solutions* has been the leading publication in the CRM, call center and teleservices industries since 1982™.



Noble Mimic uses state-of-the-art technology to provide an integrated and intuitive view of the customer and to streamline agent processes. By highlighting flexibility, speed, and ease-of-use, the new enterprise desktop is focused on making users more productive and delivering a more efficient, more satisfactory experience for the customer – each and every time. Using the power of **Noble Mimic**, the call center can create a single point of access to its entire library of businesses applications. **Mimic’s** Unified Desktop helps centers consolidate data from multiple sources into a common agent interface. Companies can easily wrap legacy applications and existing business processes into the new desktop, without requiring lengthy and expensive data manipulation projects. And, they can add new applications and processes to keep their business at the leading edge of technology. Intuitive design tools make it easy to create a desktop that allows agents to quickly get the information they need to resolve customer issues, giving them relevant data to improve their ability to help the customer and to improve the speed of service.

“*Customer Inter@ction Solutions* is proud to bestow **Noble Systems** with a 2007 Product of the Year Award. For over 10 years, *Customer Inter@ction Solutions* has been representing the best in the industry by recognizing the most innovative products and companies that are committed to the advancement of

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contact center technologies,” said Nadji Tehrani, Executive Group Publisher and Editor-in-Chief of *Customer Inter@ction Solutions*. “**Noble Systems** has proven they are committed to quality and excellence in solutions that benefit the customer experience as well as ROI for the companies that use them. I am pleased to honor their hard work and accomplishments and look forward to more innovative solutions from them in the future.”

James K. Noble, Jr., President & CEO of Noble Systems, says, “With **Noble Mimic**, Noble Systems continues our commitment to providing the industry’s most flexible solutions. **Noble™ Mimic™** gives centers the best of both worlds for agent desktop unification: an IT partner to integrate the desktop environment and a contact center technology partner that understands contact center business. Like a ‘Universal Remote’ for the Agent Desktop, **Noble Mimic** gets rid of multiple controls for individual components and consolidates them into a single, multi-functional tool to help agents work more efficiently. We are excited to have this technology recognized by *Customer Inter@ction Solutions* and TMC.”

About TMC®

Technology Marketing Corporation (TMC) publishes *Customer Interaction Solutions*, *INTERNET TELEPHONY*, *Unified Communications*, and *IMS Magazine*. Since 1982, *Customer Interaction Solutions* (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. TMCnet, TMC’s Web site, is the leading source of news and articles for the communications and technology industries. Ranked in the top 6,000 most visited Web sites in the world by alexa.com*, TMCnet serves as many as three million unique visitors each month. TMC is also the first publisher to test new products in its own on-site laboratories, TMC Labs. For more information about TMC, visit www.tmcnet.com.

About Noble Systems

Noble Systems Corporation (NSC) is a global leader in contact center technology solutions, providing innovative products since 1989. Tens of thousands of agents at client installations worldwide conduct business using the award-winning Noble platform for inbound/outbound/blended communications. The scalable, integrated Noble™ Solution includes advanced ACD and predictive dialing; unified contact processing; and integrated IVR, recording, messaging, quality/monitoring systems, scripting, and real-time reporting and management tools. Based in Atlanta, GA, Noble Systems was the first vendor to offer an open, scalable, fully-distributed platform. For more information, contact Lee Allum at 1.888.8NOBLE8 or visit www.noblesys.com.

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