

# PRESS RELEASE

## *For Immediate Release*



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## **Noble Systems Acquires Melbourne-Based WFM Software Leader** *Global contact centre technology provider gains powerful WFM product, intellectual property and assets from Open Wave*

**Sydney, Australia – 13 October, 2011:** Noble Systems Corporation, a global leader in unified contact centre technology solutions, today announced the acquisition of Melbourne-based Open Wave, a Workforce Management (WFM) software and solutions specialist. The transaction includes all assets and intellectual property including Open Wave's award-winning, functionally-rich ShiftTrack WFM solution.

"Acquiring Open Wave's talent and technologies will enable us to offer the most dynamic and responsive WFM product in the global marketplace," said James K. Noble, Jr, President and CEO of Noble Systems. "We welcome Open Wave clients and partners from Australia and around the world and look forward to continued growth and success under the Noble Systems brand."

Founded in 1989, Noble Systems is a longtime contact center solutions leader in the United States and around the world. According to industry analyst firm Frost & Sullivan, Noble Systems holds the second-largest share of outbound dialer systems revenue in North America and is among the top 10 firms in overall contact center systems market share by combined product revenues. In addition to its established position in premise-based contact center solutions, the company recently launched Noble Enterprise Hosted, a cloud-based offering with all of the power and performance of the award-winning Noble Enterprise Solution in a unified platform.

With Open Wave, Noble Systems will add significant depth to its global WFM team, gaining more than 100 active client sites and a robust suite of offerings refined over the company's 20-year history of world-class service and industry-leading innovation. Over the coming months, Noble WFM and Open Wave clients will be notified of Noble Systems' global WFM roadmap, product upgrades and new features available as a result of the transaction.

The move also bolsters Noble Systems' presence in Australia, one of the fastest-growing economies in the world. With an existing location in Sydney already in place, Noble Systems' employee and infrastructure footprint in Australia will more than double in size due to the transaction. Noble Systems will also inherit a robust local client roster including Woolworths, Vodaphone, Qantas Holidays and more.

"Noble Systems is the innovative, fast-growing, financially secure partner we needed to take Open Wave's groundbreaking WFM technologies to a broader global marketplace," said Nick Wagner, former

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Chief Technology Officer of Open Wave. “We look forward to joining a winning team and providing a seamless transition for our valuable staff and clientele.”

Moving forward, Noble Systems’ global WFM development will be led by Wagner. Noble Systems will maintain existing Open Wave office locations in Melbourne, London and Singapore and seeks to retain all current personnel. In addition to intellectual property and assets, Noble Systems will assume stewardship of Open Wave’s global client base of firms including Unisys, TD Waterhouse, Avon and more.

### **About Noble Systems**

Noble Systems Corporation is a global leader in unified contact centre technology solutions, providing innovative products since 1989. Every day, millions of customer contacts are made by agents at 4,000+ client installations worldwide using the award-winning Noble platform for inbound/outbound/blended communications. The scalable, integrated Noble solutions include advanced ACD and predictive dialling; unified contact processing; and integrated IVR, recording, messaging, quality/monitoring systems, scripting, and real-time reporting and management tools. Noble Systems was the first vendor to offer an open, scalable, fully-distributed platform. For more information, call +61 02 8222 0500 or visit [www.noblesystems.com](http://www.noblesystems.com).

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