

PRESS RELEASE

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Noble® Cloud EC Receives “Product of the Year 2011 Award from Customer Inter@ction Solutions Magazine® *Noble Systems is Honored for Outstanding Innovations in Contact Center Technology*

Atlanta, GA – January 12, 2012: 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® Cloud EC**. An evolutionary solution, Cloud EC allows you to instantly access broader bandwidth to expand your contact center capacity on demand, wherever your agents are located. *Customer Inter@ction Solutions* has been the leading publication in the CRM, call center and teleservices industries since 1982™.

Featuring an ‘elastic capacity’ architecture, **Noble Cloud EC** provides a hybrid CPE and CaaS environment that breaks down traditional barriers to allow current Noble Solution users with premise based installations to support volume spikes, peak periods, new programs, work-from-home agents, etc – with no additional on-site hardware and no new software requirements. Cloud EC utilizes the **Noble® Enterprise Hosted** platform, which offers an alternative to traditional premise-based systems by delivering a complete contact center technology solution – not a scaled-back system with limited features – with all of the advantages of a cloud-based CaaS infrastructure.



“Noble Systems was selected to receive a 2011 Product of the Year Award for its achievement in advancing CRM, contact center and call center technologies. Noble Cloud EC has demonstrated excellence as well as provided ROI for the companies that use it,” said Rich Tehrani, CEO, TMC. “*Customer Interaction Solutions* magazine has been recognizing innovative companies for 14 years and Noble Systems has earned its place with this distinguished honor.” The 14th Annual Product of the Year Award winners are published in the January/February 2012 issue of *Customer Interaction Solutions* magazine, www.cismag.com. For more information about the *Customer Interaction Solutions*’ 2011 Product of the Year Awards or any of the TMC media properties, please visit www.tmcnet.com.

Chris Hodges, Senior Vice President Sales & Marketing Noble Systems, says, “Noble’s Hosted Solutions re-define the CaaS (communications as a service) contact center offer. With our Cloud EC solution, companies have the flexibility of a ‘right-sized’ solution at any point in time, with the benefits of using our cloud-based telephony network while keeping the management of their campaigns in-house. They can

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expand their capacity when they need it, with fast on-demand deployment using the same Agent, Campaign, and List Management tools that they use everyday and virtually no additional learning curve and no new equipment. We are excited that *Customer Inter@ction Solutions* and TMC have recognized this innovative and unique offer.”

About Noble Systems

Noble Systems Corporation is a global leader in unified contact center 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 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 noblesystems.com.

About CIS and TMC

Since 1982, [Customer Interaction Solutions](http://www.cismag.com) (CIS) magazine has been the voice of the call/contact center, CRM and teleservices industries. *CIS* magazine has helped the industry germinate, grow, mature and prosper, and has served as the leading publication in helping these industries that have had such a positive impact on the world economy to continue to thrive. Please visit www.cismag.com for more information.

Technology Marketing Corporation (TMC) is a global, integrated media company helping clients build communities in print, in person, and online. TMC publishes *Customer Interaction Solutions*, *INTERNET TELEPHONY*, *Unified Communications*, *NGN* and *InfoTECH Spotlight* magazines. TMC is the producer of ITEXPO, the world's leading B2B communications event, as well as multiple other industry events. TMCnet.com, which is read by two million unique visitors each month, is the leading source of news and articles for the communications and technology industries. In addition, TMC runs multiple industry events. For more information, For more information about TMC, visit www.tmcnet.com.

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