

PRESS RELEASE

Attensity Recognized in “Visionaries” Quadrant of the Magic Quadrant for Social CRM

Evaluation of Text Analytics Provider Based on Completeness of Vision and Ability to Execute

Kaiserslautern, Germany, August 4, 2011 – Attensity, the leading provider of text analytics solutions for Customer Experience Management (CEM), today announced it was positioned by Gartner, Inc. in the “Visionaries” quadrant of the “Magic Quadrant for Social CRM” report. (1) The annual report analyzes the market dynamics and leading vendors in the Social CRM space.

Gartner bases its evaluation on the “ability to execute” and “completeness of vision.” According to Gartner, companies that are placed in the Visionaries quadrant, such as Attensity, demonstrate a strong understanding of current and future market trends and directions. Their products and product road maps exhibit innovation, especially in architecture and integration. The companies have demonstrated vision across a range of capabilities.

“We are very proud to be recognized in Gartner’s analysis as a visionary in the Social CRM industry,” said Ian Bonner, chief executive officer of Attensity. “For over 10 years, Attensity has been committed to delivering innovative products that enable our customers to unlock the power of text and extract the industry’s most accurate insights to drive business decisions. With the recent launch of our VoC Command Center, we’ve set a new benchmark for enterprises seeking to integrate the real-time voice of the customer into their customer interaction business processes, no matter the channel in which the conversations occur.”

(1) “Magic Quadrant for Social CRM,” Gartner Research Note G00214507 by Adam Sarner, Ed Thompson, Jim Davies, Nikos Drakos, Chris Fletcher, Jeffrey Mann, Michael Maoz, 25 July 2011.

About the Magic Quadrant

The Magic Quadrant is copyrighted July 2011 by Gartner, Inc. and is reused with permission. The Magic Quadrant is a graphical representation of a marketplace at and for a specific time period. It depicts Gartner's analysis of how certain vendors measure against criteria for that marketplace, as defined by Gartner. Gartner does not endorse any vendor, product or service depicted in the Magic Quadrant, and does not advise technology users to select only those vendors placed in the "Leaders" quadrant. The Magic Quadrant is intended solely as a research tool, and is not meant to be a specific guide to action. Gartner disclaims all warranties, express or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

About Attensity Europe

Attensity Europe GmbH offers its customers an integrated application suite for customer experience management. Its software solutions are based on more than 20 years of project experience, in-depth knowledge of the industry and semantic technologies that allow companies to carry out relevant interactions with their customers effectively, quickly and positively through all channels. The product range includes multi-channel management and knowledge management software solutions for all service-oriented activities. It includes Attensity360 for monitoring and analyzing social media in 16 languages and from over 75 million sources. Attensity has more than 500 installations and 220,000 users around the world. Attensity Europe GmbH is part of Attensity Group, which is headquartered in Palo Alto, California.

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