03

It's our experience that matters.

Over 2000 years ago, the first and largest library in the world was constructed in Alexandria, Egypt, housing hundreds of thousands of papyrus scrolls. But the library was more than a space to store written works; it was a learning institution where great thinkers, men who used their experience to change the world, gathered to share their knowledge. Their pursuits were nearly identical to our own: a driving thirst to know more and to advance one's knowledge, to understand the world so that our experience leads to progress. In many ways, the Alexandria Library and the leading thinkers of that time demonstrate how a simple idea—collecting knowledge—leads to more opportunities.

At Interactive Intelligence, experience has allowed us to develop skills-based routing and a server-based phone system developed entirely on software. A single platform for one solution that makes cost effective migration to IP possible and manageable multi-channel interactions a given. That way our pre-packaged, out-of-the-box solutions give your business more opportunity to advance, just like all great experiences should.

25,200 miles

If you build it they will come.

The Library of Alexandria was the site where men determined the world's circumference, Homer's Iliad and Odyssey were translated, and dissections were performed for medical advances—meet Eratosthenes, Aristarchus and Herophilos.

Let's see how big this thing really is.

Is geometry ever sexy? If you were Eratosthenes (276 BC–194 BC), the Greek mathematician, geographer and astronomer who devised a system of latitude and longitude that led to the first calculation of the world's circumference, the answer is, absolutely.

Nicknamed "beta" for being third-to-none in his field, Eratosthenes wanted to draw the most accurate map possible. To do that he needed to determine the width of a degree of latitude and that depended on the circumference of the earth. Of course, in 3rd century BC determining the earth's size had a few obstacles, like the fact that most of it hadn't been discovered, yet.

Enter a bit of genius—and experience. On a sunny summer day traveling along the Nile, the hardnosed scholar had an epiphany: during the summer solstice, the sun appeared at the zenith, directly overhead, while in Alexandria it did not. It was 1/50 of a full circle off. Then, by putting that information into a calculation he'd devised, Eratosthenes put the world's circumference at 25,200 miles. The estimate was remarkably close to the earth's actual circumference of 24,000 miles, especially for a snooty mathematician with little more than the sun and his shadow to guide him.

"In the populous land of Egypt many are they who get fed, cloistered book worms, endlessly arguing in the bird cage of the Muses."

POET TIMON OF PHLIUS

Finding the words.

Aristarchus of Samothrace (c. 220-143 B.C.), a Greek grammarian and critic, is credited for the first and most lasting exegetical edition of Homer's the Iliad and the Odyssey. His translations were no small feat, considering that the epic and none-too-brief poems were created using oral tradition and then passed down generation to generation over centuries.

The original poems used an elaborate formulaic hexameter verse, the structure guided by rhythm and syntax to drive thoughts through each line, and the use of pauses that allow poets to produce a swift flow. The result? A special poetic language.

So, by passing along translations of the Iliad and the Odyssey to the rest of the world, Aristarchus upheld this new language and made it possible for Homer's great works to influence modern literature and even our contemporary thinking. How's that for making your experience count?

Herophilos: Ahead of the curve by a few thousand years.

Herophilos, born in Chalcedon in Asia Minor (Turkey today), became a Greek physician and later helped found the medical school of Alexandria—and his experience shows us how humans are not always ready to capitalize on the achievements of their ancestors.

Less than 500 years ago, humans weren't used for medical anatomical research, dogs were; this despite the fact that Herophilos first conducted studies using human dissection to distinguish sensory nerves from motor nerves back in 280 BC. His studies of the human body using dissection, particularly of the brain, led to many medical discoveries and the introduction of the scientific method. But his practices were controversial.

Although they used Herophilos' observations, future anatomists continued the study of the function of organs, but the practice of research on cadavers was frowned upon and considered heresy by the Roman Catholic Church until the mid 14th century. So it took more than 2000 years for Aristotle's blood-related brain theory to be displaced in favor of Herophilos' thinking "seat." The essential lesson to be learned here? That intelligence generated from experience should be put to use—and now, not later.

A unified solution is based on experience.

We believe that a unified solution to your communication needs is what your company has been looking for all along—and that's where our experience comes in. Founded in 1994, Interactive Intelligence has become a global provider of business communications software and services for contact center automation and enterprise IP telephony.

Our innovative single-platform approach has resulted in a 2,500 plus customer base world-wide—including some of the largest, most well-respected companies on the globe. And our experience has made us an industry leader whose focus is maximizing customer value through communications software that's scalable and employs a single platform architecture that eliminates the need for costly and complex individual point products.

Yes, one platform for multimedia contact center, IP PBX, outbound dialing, call and screen recording, messaging, workforce optimization—in short: multi-functionality like never before all within one platform. That's the Interactive Intelligence experience.

Experience meets intelligence

Experience has taught us that most people like a second opinion. That's why we'd like to offer you one. Read the Gartner's Magic Quadrant report that analyzes and ranks contact center vendors based on a strict set of business and technology criteria. Of all the centers included in Gartner's report, Interactive Intelligence ranked particularly high in the category of "Completeness of Vision."

To learn why Gartner, the most highly regarded analyst firm in the world, says "Consider Interactive Intelligence when looking for an all-in-one suite of tightly-integrated contact center applications across a wide range of scalability requirements," download their Magic Quadrant report by visiting:

www.inin.com/experience

Interactive Intelligence.
One platform. Deliberately Innovative.

25,200 miles

25,200 miles