ATTENSITY

Attensity wins IT Innovation Award

"Attensity Analyze for German" is recognized as most innovative in the business intelligence category

Kaiserslautern, Germany, March 4, 2011 – Attensity Europe GmbH, provider of software applications for professional customer experience management, was chosen as the winner of the IT Innovation Award in the business intelligence category for its "Attensity Analyze for German" software.

The winners in the various categories were announced on March 3, 2011, during the official awards ceremony held at CeBIT in Hanover. Awards were given in 34 categories for products, services and solutions in the IT industry judged to be most innovative, of greatest practical relevance and best suited to medium-sized enterprises. A jury of experts selected the winners from nearly 2,000 applicants.

"We are delighted that Attensity was chosen as the winning software among the many applications submitted," says Martina Tomaschowski, Vice President for Marketing & PR at Attensity Europe GmbH. "Cutting-edge text analysis tools, like Attensity Analyze, offer companies valuable insight to customers' thoughts and sentiment, opening up entirely new ways of optimizing products and services to meet customer needs."

Attensity Analyze for German

"Attensity Analyze for German" makes it possible to extract and compile valuable information in real time from German customer conversations taken from a wide variety of sources – such as social media (Twitter, forums, blogs, etc.), call center recordings, emails and surveys. This gives companies considerable insight into customer sentiment and sheds light on the reasons for opinions, recommendations and problems.

About the IT Innovation Award

The IT Innovation Award is an annual prize given by "Initiative Mittel-stand," a German initiative for medium-sized companies. It seeks to promote innovative IT products that support companies in enhancing their competitive position.

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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