

## OVERVIEW

**Established:** November 1, 2007

**Market:** Contact center software for small, mid-sized and large enterprises.

**Offer:** Calabrio ONE<sup>®</sup>, a suite of configurable packaged products, including Call Recording, Quality Management, Workforce Management, Performance Management, Speech Analytics. Calabrio also provides training and support services.

**Distribution:** Indirect through channel partners and OEM distribution.

**Employees:** 100+

**Installed Base:** 1,000,000+ desktops and 3,000 customers

**Locations:** HQ in Minneapolis, Minn.; Regional Sales offices across North America and Europe and Asia-Pacific.

### History:

Calabrio has been deploying customer interaction workforce optimization products since the mid-90's, and spread its wings in 2007 as a spin-out of a contact center system integrator. Calabrio distributes its software through channel partnerships and an OEM relationship with Cisco, and has installed software on more than 1,000,000 desktops. Calabrio is a member of the Cisco Developer Network (CDN), and a gold member of the Avaya DevConnect program.

Key Milestones include:

- 2011 Unveils groundbreaking user experience for Calabrio ONE
- 2010 Launches Calabrio ONE Web 2.0 Suite and Calabrio Speech Analytics
- 2009 Announces Performance Management Alliances
- 2007 Calabrio, Inc. spins off of Spanlink – established as an independent company
- 2006 Acquires Workforce Management company (Calabrio)
- 2005 Launches Calabrio Quality Management (QM)
- 2000 OEMs Agent and Supervisor Desktop Products to Cisco
- 1997 Purchases assets of FastCall from Comdial; OEMs to Lucent and Nortel
- 1992 CALABRIO Workforce Management company is founded in Canada

### Executive Leadership Team:

Tom Goodmanson – President and Chief Executive Officer

Brian Humenansky – Vice President of Development

Tim Kraskey – Vice President of Product Strategy and Operations

Brett Theisen – Vice President of Channel Sales and Implementation

### Ownership:

Private

### Investors:

Split Rock Partners

Blue Stream Ventures

## PRODUCTS AND SERVICES

**Calabrio ONE**<sup>®</sup> - Calabrio ONE redefines workforce optimization (WFO), allowing contact centers to personalize and optimize the toolset for each user - agents, supervisors, managers, knowledge workers and executives.

Calabrio ONE is the first contact center software suite of its kind built in an innovative Web 2.0 framework. The suite can leverage common underlying data, minimize cross-application administration, and be implemented, used and managed easily. Workspace views are personalized by employee role, providing the ability to match the work style of different users. Agents, supervisors and evaluators can log into their customized workspace to access the tools they need to provide excellent customer service, manage effectively and keep the contact center in line with business goals. The following are Calabrio ONE products:

**Calabrio Call Recording** – 100% voice recording and monitoring solution that provides a record of each transaction - prove adherence to regulations, clear up transaction disputes, and defend the interest of the business—when flexibility, reliability, and speed are essential.

**Calabrio Quality Management** - a highly-scalable voice and screen recording and evaluation solution that supports agents and supervisors at any physical location. Find the most relevant calls fast and promote transparency for a collaborative work environment.

**Calabrio Workforce Management** – a forecasting and scheduling solution for multi-site contact centers. Role-based access gives every user the “right view” to save time while the ability to support ACDs from several manufacturers including Cisco and Avaya.

**Calabrio Speech Analytics** - provides a very intuitive and practical approach to search and review calls of interest. Includes several Quick Start templates that can be utilized as-is or customized easily, as well as a bundled professional services offering that provides implementation support and training designed for early success. Pinpoint calls to analyze first and search for keywords to identify issues and trends, saving time.

**Performance Dashboards** - provides multiple levels of performance management to meet each customer's unique business needs: Real-time alerts; Quality Management Reports (quality scores, comparisons and trends); Workforce Management Reports (adherence, conformance and dozens of KPIs); WFO Dashboards (agent and team scorecards); Integration with Aceyus, Exony and Cisco Performance Management solutions.

### Planning, Design & Implementation Services

Calabrio assists with the planning and design stages through implementation, and also training and support.

- Pre-sales engineering support
- Install and configure WFO software
- Project Management
- Consult on best practices
- Application interoperability
- End-to-end system testing
- Turnover to support

### Calabrio Learning Center

The Calabrio Learning Center offers eLearning and instructor-led training courses designed to help agents, supervisors and administrators be skillful and successful using Calabrio ONE software. Calabrio's goal is to ensure each individual who uses our software is comfortable, capable and content with their results. Courses include:

#### Workforce Management

- Administrator Training
- Supervisor Training
- Agent Training
- Consulting and Optimization

#### Call Recording and Quality Management

- Administrator Desktop Training
- Manager, Supervisor and Evaluator Desktop Training
- Agent Training

Partners and customers can visit the training page of the Calabrio Partner Portal for course descriptions and registration, or contact [training@calabrio.com](mailto:training@calabrio.com) for more information.

### Calabrio Support Center

The Calabrio Support Center offers unparalleled service and support to assist our customers and partners when they need it most. Calabrio Service Center provides 24/7 service options to meet the needs of our customers and partners, regardless of their location.

### Services for Cisco Unified Contact Center Express

Calabrio also offers a range of services to support Cisco Unified Workforce Optimization deployments. Partners and customers get the advantage of expert services right from the manufacturer to ensure each critical project is delivered on time, at a predictable cost, and is the most effective solution to meet the customer's needs.

### ALLIANCES

#### Elite Partners

AT&T  
CDW Logistics, Inc.  
Dimension Data - GLOBAL  
eLoyalty Corporation  
Hewlett-Packard  
Insight Networking  
Nexus IS, Inc.  
INX  
Presidio Networked Solutions, Inc.  
Servion  
Shore Group  
Spanlink  
Touchbase USA, Inc.  
Verizon Business

Calabrio also has more than 25 premier-level partners.

#### Key Technology Partnerships:

Cisco Systems Development Partner  
Avaya DevConnect Program Partner  
Red Hat Development Partner  
IBM  
Sun Microsystems  
MSDN  
Hewlett-Packard

#### Performance Management Partners

Aceyus  
Exony  
Cisco

### CONTACT INFORMATION

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