

Five9 On-Demand Call Center Software named 2008 Call Center Suite ‘Product of the Year’ by SearchCRM.com

Selection of award winners Five9 and Salesforce.com highlights mainstream adoption of cloud computing platforms

PLEASANTON, Calif. – January 21st, 2009 – Five9 announced today that the Five9 Virtual Call Center Suite has received a 2008 Call Center Suite “Product of the Year” Award from SearchCRM.com, the Web’s best guide for Customer Relationship Management (CRM) and call center technology decision makers and practitioners.

Award category winners included leading cloud computing solutions from Five9 for call centers and Salesforce.com for enterprise CRM, signaling a major paradigm shift from companies of all sizes towards buying software as a service rather than traditional on-premise technology and equipment.

“Five9 is honored to receive this Call Center Suite Product of the Year award from SearchCRM.com,” said Jim Dvorkin, CTO, Five9. “Our investment in the largest engineering team in on-demand call center software is paying off. The industry, our customers and prospects regard Five9 as the “Salesforce.com” of on-demand call centers. Our focus in 2009 will continue to be about building the best product, both in terms of capabilities and reliability. The current economic conditions make our market-leading solution more attractive than ever, as an on-demand alternative to buying premise-based equipment and call center software from vendors like Avaya, Nortel, and Aspect.”

Awards in the SearchCRM.com’s 2008 Products of the Year program are presented by the editors of TechTarget’s Enterprise Applications Media Group, and were judged by the SearchCRM.com editorial staff, in conjunction with a team of industry analysts and consultants. Judges selected the six Products of the Year from among CRM-related products introduced, upgraded, and shipped between 30 September 2007, and 1 October 2008. The winners were selected based on their merits in innovation, performance, ease of integration into environment, ease of use and manageability, functionality, and value.

About Five9

[Five9](#) is the leading global provider of on-demand [call center software](#) for telemarketing, customer service, and business continuity. The award-winning Five9 [Virtual Call Center](#) and [Predictive Dialer](#) serves customers of all sizes on five continents. Customers profit from Five9’s reliable, robust functionality that is fast, easy, and affordable to deploy. For more information, visit www.five9.com.

About SearchCRM.com and TechTarget:

SearchCRM.com is the Web's best guide for Customer Relationship Management (CRM) and call center technology decision makers and practitioners. CRM is a business process enabled by technology—it requires a special combination of customer-centric strategy and technical know-how. SearchCRM.com provides business, IT and customer service leaders with information relating to the most pertinent issues facing companies that are in the process of developing, designing and implementing CRM initiatives across the organization and in the call center. More information can be found at SearchCRM.com.

Headquartered in Needham, MA, SearchCRM.com is part of the TechTarget network (www.techtarget.com). TechTarget publishes integrated media that enable information-technology (IT) marketers to reach targeted communities of IT professionals and executives in all phases of the technology decision-making and purchase process. Through its industry-leading Web sites, magazines and conferences, TechTarget delivers measurable results that help IT marketers generate qualified sales leads, shorten sales cycles and grow revenues. More information can be found at TechTarget.com.

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