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**FOR IMMEDIATE RELEASE**

**Cisco Systems Customer Care Expert to Share Industry Perspective on Omni-channel Customer Engagement at Calabrio Annual User Conference**

*Chris Botting, GM of Cisco’s CBABU, will be part of Calabrio’s Future of the Contact Center conference session to be held on August 18 in Minneapolis*

MINNEAPOLIS—July 16, 2015—Calabrio, a leading provider of contact center workforce optimization (WFO) and analytics software, today announced that Cisco will participate at Calabrio’s annual customer conference—Calabrio Customer Connect (CCC) 2015—in August. The event is the largest gathering of Calabrio customers, selected partners, company leaders and industry experts, and will combine Calabrio’s high-level product development vision with interactive learning opportunities.

The General Manager of Cisco’s Collaboration Business Applications Business Unit, Chris Botting, will participate in a discussion on the future of the contact center to be led by Calabrio President & CEO Tom Goodmanson. Botting is expected to share his thoughts on changing customer needs, the omni-channel journey and the importance of focusing on the customer experience.

Goodmanson hailed the addition of Cisco Systems to the CCC 2015 lineup as “another milestone in a long and productive relationship between our two companies, which has resulted in providing our mutual customers with the ability to capture, hear and understand the true voice of their customers. We are delighted that our long strategic partnership with Cisco continues. Participants at CCC 2015 will hear our shared vision for effective omni-channel customer engagement and the broader strategic business benefits of understanding the comprehensive voice of the customer.”

Set for August 16-19 at the Loews Minneapolis Hotel, CCC 2015 will include sessions chaired by industry experts, end-user presentations spanning multiple industries and numerous peer-networking opportunities. More details and registration information is available at www.calabriocustomerconnect.com.

**About Cisco and Calabrio**

Founded in 2007, Calabrio is a Preferred Solution Partner in the Cisco® Solution Partner Program. Calabrio’s flagship product, Calabrio ONE, combines [workforce optimization](http://calabrio.com/products/workforce-management/) software into one comprehensive and integrated software suite that’s easy to implement, use and maintain.

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Calabrio’s recording applications for Cisco MediaSense drive value for Cisco enterprise and contact center customers by increasing the ease-of-use and reliability of archiving, retrieving, evaluating and analyzing contacts. A previously announced SolutionsPlus agreement between Calabrio and Cisco allows Cisco customers to order one integrated solution through Cisco and work with Calabrio for fulfillment and product support.

A complete list of product announcements, industry accomplishments and other company news is available in [Calabrio’s Media Center](http://calabrio.com/about-calabrio/media-center/).

**About Calabrio, Inc.**  
Calabrio delivers workforce optimization (WFO) and analytics solutions that elevate the customer experience and drive strategic business growth. The company’s integrated Calabrio ONE® software suite—including call recording, quality management, workforce management and analytics solutions—empowers contact centers of all sizes to optimize agent performance and liberate the data that provides true insight into the voice of the customer.

With more than 4,000 clients worldwide, Calabrio solutions are built on an intuitive, web-based architecture that positions and accelerates the contact center as an epicenter for customer insight. A pioneer in its industry for more than two decades, Calabrio has been named a “Visionary” for three consecutive years by Gartner in its Magic Quadrant for Customer Engagement Center Workforce Optimization (2012-2014)\*.

**About Cisco**

Cisco (NASDAQ: CSCO) is the worldwide leader in IT that helps companies seize the opportunities of tomorrow by proving that amazing things can happen when you connect the previously unconnected. For ongoing news, please go to <http://thenetwork.cisco.com>.

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\*Gartner, Inc. “Magic Quadrant for Customer Engagement Center Workforce Optimization” by Jim Davies, November 12, 2014. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings. Gartner research publications consist of the opinions of Gartner’s research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

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