

Cincom Synchrony Receives Frost & Sullivan 2007 Product Differentiation Innovation Award

Frost & Sullivan has awarded Cincom Systems' Synchrony

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Frost & Sullivan has awarded Cincom Systems' Synchrony®; (www.cincom.com/synchrony) its 2007 Award for Product Differentiation Innovation in the North American Hosted Contact Center Markets. Cincom was selected based on the unique usability and end-user value engineered into the unified agent desktop of its Synchrony offering.

'Spend five minutes with Synchrony's agent desktop, and you'll understand the value it brings to a contact center,' said Michael DeSalles, strategic analyst at Frost & Sullivan. 'In today's complex contact center where agents are expected to repeatedly deliver great customer experiences, a tool like Synchrony's desktop that dynamically presents the relevant applications and content the agent needs for each customer interaction is an extremely powerful tool.'

Frost & Sullivan Best Practices awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis and extensive secondary research in order to identify best practices in the industry.

Year after year, Cincom Synchrony earns the respect of industry experts with its innovations, performance and results. This latest recognition from Frost & Sullivan is Synchrony's 9th award in four consecutive years.

Cincom Synchrony is a multi-channel contact center and unified agent desktop solution proven to enhance customer relationships while optimizing agent and business-user efficiency. Available hosted or on-premise, Synchrony provides inbound and outbound sales, marketing and customer-service environments with a high-value, low-cost contact center solution.

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About Frost & Sullivan Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services, and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit www.awards.frost.com

Cincom and its partners deliver and support innovative software and services to simplify complex business processes. For nearly 40 years, we have empowered thousands of clients worldwide to outperform the competition by providing ways to increase revenue, control cost, minimize risk, and achieve rapid ROI.

Cincom serves clients on six continents including BMW, Citibank, Boeing, Northwestern Mutual, Federal Express, Ericsson, Penn State University, Milacron, Siemens, Rockwell Automation, and Trane. For more information about Cincom's products and services, contact Cincom at +91 11 23737590, send an e-mail to info_india@cincom.com , or visit the company's website at <http://www.cincom.com/>.

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You can also visit www.cincom.com for more information.