



Appian Announces the Intelligent Contact Center Platform

April 24, 2018

Makes it easier than ever to build unique and powerful contact center solutions by uniting low-code development with powerful AI, RPA, and Case Management

RESTON, Va., April 24, 2018 (GLOBE NEWSWIRE) -- Appian (NASDAQ:APPN) today announced a new product for rapidly building unique contact center solutions that deliver unrivaled customer experiences. [Appian Intelligent Contact Center Platform](#)® is a new cloud platform tailored to the unique needs of contact center teams.

The new platform inherits all of the core attributes of the Appian platform for building omni-channel customer engagement, case management, and intelligent automation solutions in a low-code development environment. In addition, Appian Intelligent Contact Center Platform provides native and integrated artificial intelligence (AI) capabilities and a host of strategic technology partnerships specific to the needs of the contact center.

"We deliver and run contact center solutions for many of the largest financial services institutions in the world," said David Williams, Head of BPM at Target Group. "Using Appian, we achieved an 80% reduction in customer service processing time through a custom remediation program solution that we built and delivered in just 2 weeks."

Appian Intelligent Contact Center Platform uses Appian Records to give service representatives a complete and contextualized view of every customer in every interaction. This view comes through a simple "zero-training" interface that is one click away from all of the processes a representative might need to initiate. This approach to dynamic customer case management delivers faster, more personalized, and more effective service. Appian was recently named a Leader in the "Forrester Wave™: Cloud-Based Dynamic Case Management, Q1 2018" report, which says the ultimate potential of case management is "understanding the worker's and customer's context, providing real-time guidance, and enabling future case planning."

The product delivers new levels of customer interaction awareness with native AI sentiment analysis and integrated connectivity to leading cloud cognitive and machine learning services. This intelligence guides contact center representatives to the best next action to take or upsell to offer based on the context of the customer interaction. Appian's open and cloud-first architecture affords customers use of the best available AI services from platforms such as Google, Amazon and Microsoft to augment their contact center operations.

Appian integrates systems, data, and fully digitized processes to enable unified omni-channel management across all customer touchpoints. By drawing from a mix of integrated cross-channel, cross-product and cross-service data, Appian drives customer loyalty by enabling a seamless, consistent, and high-quality experience across all channels.

Appian Intelligent Contact Center makes it easy for service organizations to:

- Reduce average call times while improving service through a 360-degree view of customer data
- Enable fast creation and resolution of cases, including orchestration of the human and robotic elements of service
- Maximize the lifetime value of customers through guided up-sell/cross-sell
- Reduce cost and optimize performance of the service organization through improved workload balancing and business activity monitoring reports

Appian has created a strong ecosystem of strategic technology partnerships to support the Intelligent Contact Center today and into the future. Partnerships with key industry players Genesys, Twilio, and Temasys bring additional capabilities that allow customer service teams to leverage their existing investments in those omni-channel communication and customer experience technologies.

"Appian's Intelligent Contact Center Platform gives every organization a fast way to create powerful solutions for exceptional customer relationships," said Matt Calkins, CEO of Appian.

Appian Intelligent Contact Center Platform is generally available as of June 2018.

About Appian

Appian provides a leading low-code software development platform that enables organizations to rapidly develop powerful and unique applications. The applications created on Appian's platform help companies drive digital transformation and competitive differentiation. For more information, visit www.appian.com.

Forward-Looking Statements

This press release includes forward-looking statements. All statements contained in this press release other than statements of historical facts, including, without limitation, statements regarding the upcoming release of the latest version of the Appian Intelligent Contact Center Platform, the artificial intelligence capabilities and strategic technology partnerships offered by the Appian Intelligent Contact Center Platform, the integration of systems, data, and fully digitized processes by Appian, the results to be achieved by customers using the Appian Intelligent Contact Center Platform, and the timing of the availability of the Appian Intelligent Contact Center Platform. The words "anticipate," "believe," "continue," "estimate," "expect," "intend," "may," "will" and similar expressions are intended to identify forward-looking statements. Appian has based these forward-looking statements largely on its current expectations and projections about future events and financial trends that Appian believes may affect its financial condition, results of operations, business strategy, short-term and long-term business operations and objectives and financial needs. Those forward-looking statements are subject to a number of risks and uncertainties, including, without limitation, risks related to defects or disruptions in the rollout of updates or enhancements to the Appian platform, risks related to Appian's ability to meet its customers' needs by continuing to innovate and provide a

useful platform, Appian's ability to integrate the Appian platform with third-party applications and platforms, Appian's ability to license software from third parties for integration into the Appian platform, Appian's ability to provide a platform that is useful to its customers, including through offering new or enhanced solutions, the success of Appian's strategic relationships with third parties, and the risks and uncertainties set forth in the "Risk Factors" section of Appian's Annual Report on Form 10-K for the year ended December 31, 2017 filed with the Securities and Exchange Commission on February 23, 2018, and subsequent reports that Appian has filed with the Securities and Exchange Commission. Moreover, Appian operates in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for Appian's management to predict all risks, nor can Appian assess the impact of all factors on its business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements Appian may make. In light of these risks, uncertainties and assumptions, Appian cannot guarantee future results, levels of activity, performance, achievements or events and circumstances reflected in the forward-looking statements will occur. Appian is under no duty to update any of these forward-looking statements after the date of this press release to conform these statements to actual results or revised expectations, except as required by law.

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The Appian logo consists of the word "Appian" in a bold, red, sans-serif font. The letter 'A' is significantly larger than the other letters, and the 'i' has a dot. The logo is positioned to the left of the source text.

Source: Appian Corporation