



Appian Announces Strategic Technology Alliance with Genesys

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Companies align development, marketing, and sales to deliver intelligent case management for contact center excellence

RESTON, Va., April 24, 2018 (GLOBE NEWSWIRE) -- Appian (NASDAQ:APPN) today announced a strategic technology alliance with [Genesys®](#), the global leader in [omnichannel customer experience](#) and [contact center solutions](#). The partnership will benefit organizations seeking next-generation customer engagement solutions that integrate the [case management, intelligent automation, and low-code application development capabilities of Appian](#) with the Genesys [Customer Experience Platform](#).

"Over the last several years, Serco has used Appian technology, alongside Genesys, to deliver contact solutions to its Federal customers, having processed tens of millions of cases across thousands of contact center agents through our systems. We are excited to hear about the tighter technology partnership between Appian and Genesys as it opens up the possibility to deliver more efficient solutions to our Federal customers at a lower cost," said Chris Sullivan, CIO, Serco Inc.

In digital business, customer experience is the source of competitive advantage. Contact center organizations are struggling to keep pace with emerging technologies and ever-rising consumer expectations. Businesses need new strategies for empowering contact center agents with artificial intelligence (AI), robotic process automation (RPA), and other emerging technologies to deliver seamless customer experiences across an ever-broadening scope of communication channels.

"We are excited to more tightly align our capabilities managing the customer experience across any channel with the rapid development and powerful case management of Appian," said Jim Krautler, vice president of the ISV and Technology Alliances for Genesys. "The strength of Appian's case management and low-code capability combined with Genesys' leading omnichannel contact center provides undeniable benefits to joint customers."

According to Gartner, Inc., "from [its] observations and surveys, 85% of customer service centers now have multichannel capabilities, yet most lack any form of advanced customer service case or problem resolution functionality" (*Gartner, Inc., "Place Case Management at the Core of the CRM Customer Engagement Center," Michael Moaz, 20 June 2017*).

Through its platform, Genesys enables organizations to deliver highly predictive, fully contextual and efficient experiences across every step of the customer journey across marketing, sales and service use cases. This includes real-time contextual journeys, world-class intelligent routing and digital transformation at any scale – from small and medium-sized business to large, multi-site, multinational organizations.

[Appian Intelligent Contact Center](#) is a cloud platform for building dynamic customer service case management solutions in a low-code development environment. In addition, Appian Intelligent Contact Center provides a 360-degree view of customer data, industry leading business process management (BPM), robotic process automation capabilities powered by Blue Prism, and AI capabilities to maximize the lifetime value of customer relationships.

"Appian and Genesys have highly complementary technology," said Marc Wilson, Senior Vice President of Global Partnerships & Industries at Appian. "Together, we can improve the contact center experience for customers and employees."

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 statements regarding Appian's Intelligent Contact Center platform, the platform's functionality, and statements concerning the future of the market for the Intelligent Contact Center product are forward-looking statements. 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 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. These forward-looking statements are subject to a number of risks and uncertainties, including the risks and uncertainties associated with facing significant competition, continuing to innovate, defects or disruptions in the rollout of our platform updates or enhancements, our strategic relationships with third parties, industry analysts publishing reports about our business or publishing negative reports, estimates of the size of our target market and the additional 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 and other 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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