

Genesys to Acquire Leading Cloud-Based Self-Service Contact Center Provider, Angel, from parent MicroStrategy

Genesys expands further into the cloud contact center-as-a-service segment with overall annual recurring cloud-based revenue expected to exceed \$85 million

Daly City, Calif. – February 26, 2013 – Genesys, a leading provider of customer service and contact center solutions, today announced it reached a definitive agreement with MicroStrategy® Incorporated, a leading worldwide provider of business intelligence (BI) and mobile software, to acquire its subsidiary Angel.com Incorporated.

Angel is a leading provider of cloud-based self-service contact center solutions. With the Angel platform organizations can quickly deploy self-service interactive voice response (IVR), SMS, chat, and mobile applications to support their customers' self-service needs. Angel's solutions are built on an on-demand, software-as-a-service (SaaS) platform and require no investment in hardware, software, or human resources.

Angel focuses on consumer facing businesses with pre-packaged applications for target industries, including banking, healthcare, retail, pharmaceutical, media, travel, technology, higher education, and government. The range of applications is extensive and includes collecting survey responses, tracking support tickets and notifying customers of order statuses and refills. These applications include embedded best-in-class drillable business intelligence dashboards for improved real-time decision-making.

Angel maintains a customer base of over 800 business accounts, including some of the world's most recognized brands and a large number of mid-market customers.

Angel pioneered self-service contact center offerings with a point-and-click, graphical configuration interface intended for the business user, which altered the traditional, script-based IVR platforms intended for back office programmers. Angel's use of the cloud transformed the economics of the self-service contact center market making it available to the largest of enterprises and smallest of businesses.

Angel brings this leadership to the Genesys self-service portfolio for both enterprise and mid-market customers. With the addition of the Angel business, annual recurring cloud-based revenue is expected to exceed \$85 million, making Genesys a leading player in the cloud contact center-as-a-service market.

"The addition of Angel brings a new level of multi-channel, self-service solutions to existing Genesys customers and to the broader global market where mid-sized companies are the norm," said Paul Segre, President and CEO of Genesys. "The combined power of Genesys and Angel will transform cloud-based self-service contact center solutions for businesses of all sizes around the globe."

“Angel is excited to team up with this world-class organization,” said Dave Rennyson, President of Angel. “Our innovative platform and go-to-market strategy combined with Genesys’ technical leadership and worldwide channel reach will further accelerate our ability to drive extraordinary value and excellent customer experiences for both our existing and new clients.”

About Angel:

Angel is a leading provider of cloud-based Customer Experience (CX) solutions for Interactive Voice Response (IVR) and Contact Centers. These solutions enable organizations to quickly deploy voice, SMS, chat, mobile, and Business Intelligence (BI) applications in the cloud. Angel’s philosophy of Customer Experience (CX) First and data driven deployment of world class customer solutions are built on an on-demand, software-as-a-service (SaaS) platform and require no investment in hardware, software, or human resources. Over 800 customers worldwide turn to Angel’s CX solutions to delight their customers and their bottom line. To learn more about Angel, visit www.Angel.com.






About MicroStrategy Incorporated:

Founded in 1989, MicroStrategy (Nasdaq: MSTR) is a leading worldwide provider of enterprise software, including the MicroStrategy Business Intelligence (BI) Platform™, the MicroStrategy Mobile Platform™, and MicroStrategy Applications™. MicroStrategy offers its technologies for deployment in customer data centers and as proprietary cloud services. MicroStrategy, MicroStrategy Business Intelligence Platform, MicroStrategy Mobile Platform, and MicroStrategy Applications are either trademarks or registered trademarks of MicroStrategy Incorporated in the United States and certain other countries.

About Genesys:

Genesys is a leading provider of customer service and contact center solutions. With more than 2,200 customers in 80 countries, Genesys orchestrates more than 100 million customer interactions every day across the contact center and back office, helping companies deliver fast and optimal levels of customer service with a highly personalized cross-channel customer experience. Genesys also prioritizes the flow of work to back office personnel resulting from any customer interaction, internal workflow or business application, optimizing the performance and satisfaction of customer-facing employees across the enterprise.

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