



Contact:
John Chadwick, Marketing Executive
2325 Maryland Road, Suite 150
Willow Grove, PA 19090
267-942-6000
John.Chadwick@TextGen.com

TextGen Selected as Winner of Innovation Showcase at Enterprise Connect

*Texting-based customer interaction startup chosen to present at North America's leading
enterprise communications conference*

(March 24, 2014) Willow Grove, PA – TextGen, the turnkey application that enables enterprises to automate customer interactions using texting, was recently selected as a winner of the 4th annual Innovation Showcase competition. The Innovation Showcase honors emerging companies for significantly improving enterprise communication and collaboration.

TextGen enables business-to-consumer companies to rapidly deploy self-serve solutions their consumers can text into, and interact with over SMS. The company, along with three other Innovation Showcase winners, presented its solutions to the discerning audience of Communications and IT decision attending Enterprise Connect in Orlando, Florida, this past March 17th to March 19th.

Today, on-the-go consumers regularly seek more convenient ways to connect with their brands of choice, be it to complain, to get instant help, or complete a transaction. TextGen automates these customer-initiated interactions, over SMS, allowing consumers to simply text to resolve their needs -- without having to talk with a live agent.

When consumers need quick responses or real-time information from friends, family or colleagues, they text them. TextGen introduces this same experience to the consumer-to-business relationship, enabling consumers to initiate text-based conversations with their brands, any time of day.

"Successful communication technologies require ubiquity. Texting became ubiquitous decades ago with the consumer. The iPhone ushered in consumerization and BYOD - now it's time for businesses to leverage text" said Dave Michels, principal analyst at TalkingPointz and Director of the Innovation Showcase at Enterprise Connect. "TextGen makes the ubiquitous, interoperable, and international medium of text accessible to all businesses - quickly and inexpensively.



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TextGen applications can be deployed in as little as 15 minutes, requiring only the skills of a business administrator. TextGen does not require the enterprise or the consumer to download or update any additional applications; all of TextGen's automated customer interactions are completed over the SMS channel. Lastly, enterprises can deploy TextGen applications on the voice phone number already marketed to its consumer.

TextGen is fully compliant, and recognized as carrier class for deploying high volume, long-code text communications. TextGen is also network independent, allowing its customers to leverage existing carrier infrastructures, where applicable. The company was launched from incubation in 2013, and is led by founder Thomas Howe, a designer of first-ever products in VoIP and ADSL technologies.

About TextGen

TextGen enables business-to-consumer enterprises to rapidly automate customer interaction processes by deploying self-serve solutions consumers can text into, and interact with over SMS and social messaging. Its automated messaging solutions drastically reduce demand on contact centers agents, expand brand engagement opportunities, and create extraordinary customer experiences

About Enterprise Connect

Enterprise Connect is the leading conference and exhibition for enterprise IP Telephony, Converged Networks and Unified Communications in North America. Enterprise Connect® brings corporate IT decision makers together with the industry's vendors, analysts and consultants to focus on the issues central to enterprise networks and communications. Enterprise Connect® owns and produces No Jitter, providing daily blogging and analysis of enterprise communications, and it also serves the community with a weekly email newsletter, a Webinar Series and Virtual Events. For more information, visit www.enterpriseconnect.com.