FOR IMMEDIATE RELEASE

Starfish Click-to-Communicate Now Certified for Integration with ServiceNow

Bridgewater, NJ – May 18, 2016 – Starfish Associates today announced it has received certification of its application with ServiceNow®. Certification by ServiceNow signifies that Starfish Click-to-Communicate Solution has successfully completed a set of defined tests focused on integration interoperability, security and performance. The certification also ensures best practices are utilized in the design and implementation of Starfish Click-to-Communicate Solution with ServiceNow. This is the second certification for Starfish by ServiceNow - the first one being Starfish Provisioning Solution in 2015.

Starfish Click-to-Communicate Solution tightly integrates multi-vendor Computer Telephony Integration (CTI) to ServiceNow. The Click-to-Communicate Solution provides capabilities for ServiceNow users including: initiate outbound calls and answer inbound calls directly from ServiceNow; screen pop contact information on incoming calls with navigation to specific pages based on contact information plus logging all inbound and outbound calls.

"Integrating CTI with ServiceNow enables seamless integration of telephony operations which increases user productivity," said Robert Hankin, Starfish Co-Founder and Partner. "For ServiceNow users, this means caller information is instantly available and time-consuming steps are eliminated in order to efficiently handle inbound and outbound calls. The most valuable benefit of integrating CTI with ServiceNow is that customers can leverage their enterprise telephony infrastructure (Avaya, Cisco and Microsoft) to enhance the overall ServiceNow customer service management experience."

Starfish Click-to-Communicate Certification/2

For more information on Starfish Click-to-Communicate for ServiceNow, please visit the
ServiceNow Store

About Starfish Associates

Starfish is a leading provider of telecom software solutions that enable enterprises to
streamline and optimize telecom business processes. Powered by its core technology
platforms, Starfish solutions enable customers to experience wide ranging benefits including
improved operational efficiencies, enhanced employee productivity and reduced operating
expenses. Starfish multi-vendor unified communication and contact center solutions support
platforms including Avaya, Cisco and Microsoft and are deployed globally in large
enterprises and Fortune 500 companies. Starfish is headquartered in Bridgewater, NJ.

To learn more visit www.starfishassociates.com or connect with Starfish on Twitter,
LinkedIn or Facebook.

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