

FOR IMMEDIATE RELEASE

Allegiance Strengthens Engineering and Software Development Team for Voice of Customer Intelligence Platform

- Jason Taylor, formerly with Omniture and Novell, to lead SaaS development as new EVP of engineering -

SALT LAKE CITY – September 20, 2011 – [Allegiance, Inc.](#), a provider of [VOCi](#) (Voice of Customer Intelligence) technology and services, today announced that it has expanded its engineering and software development team to address growing demand for its products and services. The company has named Jason Taylor, formerly with Omniture and Novell, as executive vice president of engineering.

Taylor is responsible for all aspects of technology, product development and quality assurance at Allegiance. An experienced engineering leader for almost two decades, he previously led engineering teams at Novell and Omniture (an Adobe company). At Novell, Taylor led the engineering of products with revenues in excess of \$100 million and development teams on three continents. While at Adobe, he was instrumental in reshaping the search marketing products, which resulted in more than 25 percent annual growth.

“The Allegiance VOCi platform helps mid-size and enterprise customers turn customer data into operationally [actionable insights](#) so they can grow their business faster,” said Adam Edmunds, president and CEO of Allegiance. “Jason’s extensive knowledge and experience in large online SaaS development ensures that we can offer a sophisticated yet easy to use platform that incorporates the latest innovations and serves customers needs well into the future.”

Allegiance has also appointed Usman Mian as director of network operations and Matt Aaron as director of quality assurance. Mian, previously with Vantive and PeopleSoft, specializes in production support and system design for web applications and deployment. Aaron is a specialist in quality assurance, globalization, and agile software development. He has worked for Intel and consulted with Symantec, LANDesk, Dell, and Verisk Health.

“Allegiance’s proven track record helping many of the world’s best known companies has made it a leader in Voice of Customer technology and services,” said Taylor. “I am look forward to

working with the great team at Allegiance to develop new capabilities that make it easier for companies to centralize, share and act on [customer feedback](#).”

Allegiance Supporting Resources

1. [Allegiance press room](http://www.allegiance.com/news/press.php) <<http://www.allegiance.com/news/press.php>>
2. [Voice of the Customer Blog](http://blog.allegiance.com) <<http://blog.allegiance.com>>
3. [Become a Fan of Allegiance on Facebook](http://www.facebook.com/pages/South-Jordan-UT/Allegiance-Inc/87289901462)<<http://www.facebook.com/pages/South-Jordan-UT/Allegiance-Inc/87289901462>>
4. [Follow Allegiance on Twitter](http://twitter.com/allegiancetweet) <<http://twitter.com/allegiancetweet>>
5. [Allegiance customer success stories and white papers](http://www.allegiance.com/resources/document-library.php)
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About Allegiance, Inc.

Allegiance, Inc. helps companies translate customer insights into actionable business intelligence. Using Voice of Customer intelligence ([VOCi™](#)), Allegiance combines any form of Voice of the Customer (VOC) data with any operational data (CRM, financial, etc.) to create actionable customer intelligence delivered in the cloud. Allegiance multi-channel feedback collection includes ad-hoc, transaction, relationship, and customer experience surveys, solicited feedback through Web sites and phone, and unsolicited, unstructured feedback from social media. Allegiance ranked No. 5 on the Inc. 500 list of fastest-growing private software companies in 2009, and was named a “Top 10” by Software 500 in 2010. For more information about Allegiance, visit <http://www.allegiance.com>.

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Media Contacts

Chris Cottle
Allegiance, Inc.
801-617-8034
chris.cottle@allegiance.com

Valerie Chereskin
[Chereskin Communications](#)
760-942-3116
valerie@chereskincomm.com