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## **Adepra proves commitment to global industry processes, standards and security protocols with ISO27001 and PCI DSS re-certification**

*Important re-certifications deliver high levels of confidence for existing and potential customers*

**Norwalk, Connecticut, US– December 22, 2011** – [Adepra](#), the leader in automated consumer engagement, has certified through [ISO27001](#) and [PCI DSS](#) for the fifth and sixth years respectively, continuing to define and meet the standards of leadership among vendors in its space.

Adepra was the first company in its market space to meet Payment Card Industry Security Standard (PCI DSS) and ISO27001 standards, and to do so on a global basis. Secured through third-party audits, these re-certifications demonstrate the company's continued commitment to the ever increasing critical market standards through the delivery of secure industry solutions to its global customer base.

Adepra had to meet several changes made to the PCI DSS standard since its inception, notably the latest standard, PCI DSS v2.0, by VISA/MasterCard.

Adrian Prim, global compliance manager for Adepra, said: "We are delighted that we are able to consistently assure our customers through the confidence that these two ever increasingly stringent certifications deliver. Adepra is constantly monitoring and reviewing all of our strategic and business processes to ensure we continue to provide the highest possible levels of data protection for all our clients worldwide."

### **About Adepra**

Adepra is the global market leader in consumer engagement technology that automates key call center and back office interactions. Based on an intelligent decision engine that reduces costs and dramatically increases the consumer experience, Adepra's applications are fully-integrated, industry-specific solutions for business processes including fraud detection, payment reminders, and opt-in marketing all within a cloud environment.

The logo for Adeptra, featuring the word "Adeptra" in a white, italicized, sans-serif font, set against a dark blue rectangular background.

Adeptra manages thousands of customer engagements simultaneously and achieves higher levels of portfolio penetration to produce significantly better results than human agents alone. The resolutions it secures are delivered to clients' computer systems for reporting and analysis.

Among its many customers, Adeptra is used by the majority of leading retail banks across EMEA, North America and APAC. It occupies a premium position in the market by continually reinvesting in its technology, operations and service structure. The company's commitment to the highest standards of data security compliance was recently re-confirmed, as Adeptra became the first Interactive Voice Messaging organization to meet both Payment Card Industry Security Standard (PCI DSS) v2.0 and ISO27001 standards on a global basis. For more information, visit [www.adeptra.com](http://www.adeptra.com).

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