



November 7, 2013

Analog Devices Wins Award For Use of Social Technologies In Online Technical Support Community

NORWOOD, Mass.--(BUSINESS WIRE)-- [Analog Devices, Inc.'s](#) (NASDAQ: ADI) EngineerZone® online technical support community was presented with the 2013 Forrester Groundswell Award in the category of Business-to-Business: Social Relationship -- a new business-to-business category for companies who use social media and online channels to increase customer loyalty and value. Forrester Research, Inc., a global research and advisory firm, honored ADI with a [Forrester Groundswell Award](#) for ADI's outstanding use of social media to engage customers in technical design support. Forrester Groundswell Awards recognize excellence in the effective use of social technologies to drive business success. ADI won the award over other entry candidates that included a leading Internet search engine and a major worldwide networking company. Watch a video about ADI's EngineerZone: <http://youtu.be/qDVu49YW2wM>

"This year we found the smartest companies are moving past 'social exceptionalism' and genuinely integrating social programs into broader marketing strategies," said Forrester Vice President and Principal Analyst Nate Elliot. "Our 2013 winners used social reach marketing to create discovery and awareness; they used social depth marketing to support exploration and consideration; and they used social relationship marketing to foster post-purchase engagement -- proving that social programs can support customers all the way through their life cycle."

- Join the EngineerZone community: <http://ez.analog.com/welcome>
- More information on ADI's EngineerZone: <http://ez.analog.com/groups/my-forrester-groundswell-awards>

EngineerZone features support communities covering a broad spectrum of product technologies and applications, including data converters, amplifiers, RF (radio frequency) ICs, MEMS (micro-electromechanical) inertial sensors, interface and isolation, video ICs, DSP (digital signal processor) products, and more.

ADI launched the EngineerZone technical support community in 2009 as a "one-to-many" support site that allows customers across the globe to self-service and learn from other engineers with similar problems spanning the entire signal processing design chain. [ADI's most recent polling data](#) revealed that nearly 85 percent of engineers visiting the EngineerZone community found that it helped them to speed their design process.

"EngineerZone is the front-line design support resource for our customers and is hosted by ADI engineers who are experts in signal processing technologies, products, and systems. EngineerZone is a key part of an extensive ecosystem created to support ADI customers from inquiry, to prototyping and design," said Emre Onder, vice president, Analog Devices. "Receiving the prestigious Forrester Groundswell Award is an honor and recognizes what we consider to be the effectiveness and commitment of the EngineerZone community, whose membership has increased 65 percent in just the past year."

About Analog Devices

Innovation, performance, and excellence are the cultural pillars on which Analog Devices has built one of the longest standing, highest growth companies within the technology sector. Acknowledged industry-wide as the world leader in data conversion and signal conditioning technology, Analog Devices serves over 60,000 customers, representing virtually all types of electronic equipment. Analog Devices is headquartered in Norwood, Massachusetts, with design and manufacturing facilities throughout the world. Analog Devices is included in the S&P 500 Index. <http://www.analog.com>

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