



Contact:

David Dahlberg
VP Marketing, Model Metrics
312-994-8040
ddahlberg@modelmetrics.com

Ellen DePodesta
Public Relations, Model Metrics
773-868-1008
edepodesta@modelmetrics.com

Model Metrics Helps African Aid Organization Automate Donations Using Force.com Platform and Salesforce.com

CHICAGO – March 24, 2009 – [Model Metrics](#), a leading cloud computing technology firm and premier partner of [salesforce.com](#), has designed and launched a new donation management system for [One Acre Fund](#) built on the Force.com platform from salesforce.com. The new solution automates One Acre Fund's donation process, saving hours of time for its lean staff.

One Acre Fund is a non-profit organization that works to end hunger in Africa and provides farm training, seed, fertilizer and market access to the chronically hungry on the continent. The organization has earned accolades for its sustainable business model that helps the poorest of the poor in Kenya and Rwanda.

In addition to leveraging the Force.com platform, the new donation management system also utilizes complementary cloud computing technologies from vendors including Authorize.net to manage payment, billing and receipt provisioning for donors. Model Metrics built the integrations between these platforms to create a truly best of breed cloud computing solution for One Acre Fund.

Prior to implementation of the new solution, donation information was downloaded to an SQL database from One Acre Fund's website and then manually processed. The new solution lets information automatically flow between the website, Authorize.net, and the donation management system on the Force.com platform for one-time and monthly recurring donations, eliminating the need to manually prepare charge files. Additional direct benefits for One Acre Fund include:

- Reduction in time spent updating donor and donation information
- Smaller time frame between payment submission on the web site and credit card processing
- Significant reduction in time required to respond to donors, update credit card information and provide year-end tax information

Model Metrics donated half of the project fee to the One Acre Fund as part of its corporate giving initiative modeled after that of its partner, salesforce.com. The Salesforce.com Foundation lays out a 1/1/1 model

whereby it contributes 1% time, 1% equity and 1% product to its communities. Salesforce.com's "Power of Us" partner initiative encourages its registered partners to provide their own community support in two of these three areas.

Adam Caplan, Model Metrics' Chief Executive Officer, said, "We are honored to provide One Acre Fund with an innovative solution that saves time, gives them control over their customer data and streamlines the donor process from end to end. We heartily approve of One Acre Fund's mission and dedication to its cause."

One Acre Fund Director of Operations Justin Dunham Burt said, "The system we have in place is completely cutting edge and unprecedented for a nonprofit of our size. The architecture that Model Metrics conceived and helped us build saves us about 10 hours a week. Now we can communicate with customers in a much more timely manner and eliminate almost all of the manual labor the old process required. Our organization is extremely data-driven and focused on metrics, so having this system in place is critical to our success as well as the success of our mission."

Since its founding in 2006, One Acre Fund's programs have increased the harvest of participating farmers fourfold and reduced the infant mortality rate by 50 percent among families taking part. One Acre also uses the new technology to manage distribution of its monthly newsletter and six-month reports.

About One Acre Fund

One Acre Fund empowers the chronically hungry to pull themselves out of poverty, and they do it one crop at a time. Started in 2006, OAF has already helped over 4,000 Kenyan and Rwandan farm families increase the yield from their crops by as much as 200%, and has reduced the infant mortality rate among its farmers by 50%. Co-founder and Executive Director Andrew Youn was moved to start the Fund after witnessing heartbreaking poverty during trips to South Africa and Kenya when he was attending the Kellogg School of Management and intends to build One Acre Fund into a sustainable large-scale organization to combat poverty. www.oneacrefund.org.

About the Force.com Platform and AppExchange

Force.com is the only proven enterprise platform for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM applications, more than 800 ISV partner applications like those from CODA and Fujitsu, and more than 100,000 custom applications used by salesforce.com's 55,400 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel.

Applications built on the Force.com platform can be easily distributed to the entire cloud computing community through the Force.com AppExchange marketplace at <http://www.salesforce.com/appexchange/>.

About Model Metrics

Model Metrics delivers applications and services at the cutting edge of the fast growing Cloud Computing industry. Since its founding in 2003, Model Metrics has become one of salesforce.com's most diversified and respected partners. Headquartered in Chicago with offices in San Francisco, Los Angeles, Detroit, Minneapolis and Dallas, Model Metrics' customer base spans all industries and includes enterprises such as Allstate, AMD, Aon, Cars.com, CME Group, Honeywell, InfoUSA, MasterCard, Morton Salt, Orbitz, and Tribune Company.

With a focus on mobile and call center technology, business process and change management innovation, and custom development, Model Metrics has completed hundreds of engagements in both mid-sized and Fortune 1000 companies. Its world-class application development skills using Force.com, Adobe Flex and AIR, Amazon Web Services, Google, and the Apple iPhone enable the creation of custom applications featuring multimedia-rich user experiences. To learn more, visit www.modelmetrics.com or email info@modelmetrics.com or call 877.542.2885.

####