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Model Metrics Releases Definitive CRM Guidelines for CEOs
A step by step guide to positioning your organization for growth and improving your customers' experience through CRM with less risk and higher ROI

Chicago – March 17, 2009 – Model Metrics, a leading provider of cloud computing and Customer Relationship Management solutions and a premier partner of salesforce.com, today released a new white paper titled “CRM for CEOs”, a definitive guide to help CEOs and executive leadership drive a CRM initiative successfully from start to finish. Written by Kevin Turner, a recognized speaker, published writer and Principal at Model Metrics, the paper is available for free at www.modelmetrics.com/crmforceos/. The article was co-authored by Bill Kalma, Practice Manager, who has led many enterprise initiatives for Model Metrics clients.

Without guidance and direction, CRM can remain a tactical project with limited tangible benefits. With the right pieces in place, including strong leadership, CRM projects can become a valuable, enterprise-wide strategy that can enable organizational innovation with less risk and higher ROI. This white paper walks business leaders step by step through what can be a complex and difficult process. The steps documented include how to:

- Establish a business case for strategic CRM
- Choose the appropriate business processes for improvement
- Effectively manage change throughout the CRM project lifecycle
- Enact governance and administration models
- Leverage CRM as a platform for other strategic initiatives and applications

In addition to the white paper, Model Metrics moderated a panel discussion on the same topic, which was recorded in two parts, the first of which is now available for viewing at www.modelmetrics.com/crmforceos/.

"The process illustrated in this white paper enables CRM success for executives who are looking to get started or take their current initiative to higher levels of business performance," Turner said .
"New cloud computing platforms are enabling powerful new solutions to help companies optimize their sales, marketing, business intelligence and call center operations."

About Kevin Turner and Model Metrics

Kevin is a Principal with Model Metrics. He has been involved in CRM since the industry's inception and over the span of his career has worked with hundreds of companies to strategize, define, implement, and optimize CRM and related solutions. Kevin earned a MBA from DePaul University and his undergraduate from the University of Michigan.

Model Metrics delivers applications and services at the cutting edge of the fast growing Cloud Computing industry. Since it's 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.

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