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Model Metrics Presents how Software as a Service has Changed the Rules for Marketing

CHICAGO April 29, 2008 – Kevin Turner, a Principal at Model Metrics and authority on CRM adoption, today delivered his thoughts on how Software as a Service has rapidly changed how Marketing organizations do business.

“Over the past 20 years CRM has had a long history of creating deep, profound effects on the way organizations of all sizes and industries do business, but CRM delivered via Software as a Service may have the most profound effect yet” Turner said, referring to the flexibility so-called “cloud-computing” offers.

Turner, a long time practitioner of CRM technology has spoken on technology trends for over 20 years to various organizations and educational institutions including the Business Marketing Association, Technology Executives Club, University of Chicago and DePaul University.

Joining Turner to deliver the presentation was Bridget Kelly of Salesgenie/InfoUSA, a client of Model Metrics. “We wanted complete integration of marketing, sales, and billing – from procurement of services to payment, and Software as a Service as provided by Model Metrics absolutely delivered” said Ms. Kelly.

Salesgenie has a unique system that automatically routes incoming callers to their appropriate sales rep, eliminating the need for customers to know their rep’s extension and greatly improving the customer’s experience.

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, Detroit, Minneapolis and Dallas, Model Metrics’ customer base spans all industries and includes enterprises such as AAA, ABN AMRO, Allstate, Aon, CME Group, Honeywell, Lands’ End, InfoUSA, Kellogg’s, MasterCard, Morton Salt, Sara Lee, and Tribune Company.

Model Metrics delivers applications and services at the cutting edge of the fast growing Software-as-a-Service and Platform-as-a-Service industries. With a focus on technology, business process, and change management innovation, Model Metrics serves customers in all major industries and across North America. Its team of technologists and consultants has successfully completed hundreds of successful client engagements in both mid-sized and Fortune 1000 companies and its world-class application development skills enable clients to exceed complex business demands. Model Metrics' Force.com and Adobe Flex capabilities enable the creation of custom CRM and non-CRM applications utilizing salesforce.com, as well as personalized multimedia-rich salesforce.com applications that dramatically enhance the user experience. To learn more, visit www.modelmetrics.com or email info@modelmetrics.com or call 312.587.3037.