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Model Metrics Blazes New Trails with Salesforce.com's Visualforce and the iPhone

*Salesforce.com Partner Demonstrates the Power and Flexibility of Visualforce
to Customize the Salesforce Interface on the iPhone at Dreamforce Europe*

LONDON, ENGLAND and CHICAGO, IL - The salesforce.com community, assembled in London for the Dreamforce Europe conference, today got a first look at Model Metrics' pioneering use of the new Visualforce technology on the Force.com platform to create custom user interfaces for the Apple iPhone.

The team of developers at Model Metrics, one of salesforce.com's most diversified and respected partners, has leveraged Visualforce to significantly customize the Salesforce interface specifically for the iPhone, making Salesforce look and function just like native iPhone applications, including easy, efficient touchscreen functionality that iPhone users have quickly become accustomed to. Salesforce.com and Model Metrics demonstrated this innovative use of Visualforce during Marc Benioff's keynote address at Dreamforce Europe, May 7 in London.

Model Metrics' Visualforce iPhone Demo

The iPhone application designed by Model Metrics demonstrates the power of this new mobile medium for business by utilizing a scenario at an automotive dealership between a potential customer and sales agent. The sales agent is able to customize model, colors and options on the spot in the middle of the showroom floor, look for inventory at his location and other dealerships, and begin the purchasing process immediately via the iPhone. Information captured on the iPhone is immediately reflected in the native Salesforce interface. The demo demonstrates not only the power of mobility, but also the flexibility of Salesforce for any business process.

Recognizing Model Metrics' innovative, groundbreaking skills in application development, salesforce.com invited Model Metrics to create the iPhone demo expressly to coincide with the Dreamforce Europe launch of Visualforce. The demonstration illustrates how Visualforce enables the creation and delivery of highly customized user solutions via the iPhone.

Model Metrics' Focus on Visualforce and the iPhone

With the upcoming release of iPhone SDK, Model Metrics is securing first-mover advantage in the application of Salesforce CRM and the Force.com platform on the iPhone. Model Metrics is aggressively planning development of additional applications utilizing both the SDK toolkit and Model Metrics' own groundbreaking 2GO framework that won accolades at Dreamforce 2007. The combination of these technologies provides iPhone users with the capability to access Salesforce offline as well as online, in an intelligent and rich user interface, with solutions designed to exceed their specific business process requirements.

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, Dallas and Minneapolis, 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.

The company's success is due in part to its intense focus on customer success in solution delivery, as well as its innovation in application development and custom user interfaces on the Force.com platform from salesforce.com.

Model Metrics delivers applications and services at the cutting edge of the fast growing Software-as-a-Service industry. 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 achieve 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.