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Contact Center Expert Steve Bernard Joins Model Metrics to Deliver World Class Software-as-a-Service Solutions to Enterprise and Midsize Clients

CHICAGO – August 5, 2008 – Model Metrics, one of the nation's leading Software-as-a-Service technology and services firms, has hired Steve Bernard, a contact center expert with over 20 years of experience implementing comprehensive sales and service solutions for major corporations worldwide.

Model Metrics' recruitment of Bernard marks another inflection point in the growth of contact center solutions on SaaS platforms. Based in Los Angeles, Bernard is Contact Center Practice Director for Model Metrics and oversees the strategy, development and implementation of contact center solutions and SaaS deployments on Salesforce CRM and salesforce.com's Force.com platform. His team of experts enables increased agent productivity and workloads, enhanced customer experiences, and lower operational costs for Model Metrics clients. They facilitate centralized management and reporting for organizations with agents in multiple locations including on site, home offices, satellite offices or outsourced teams of professionals.

Model Metrics Chief Executive Officer Adam Caplan noted the growing demand for comprehensive contact center solutions that leverage SaaS technology. "The contact center has the power to shape the customer experience as well as the agent experience, and CEOs are focused more than ever on the long-term value of leveraging technology to maximize contact center effectiveness," he said. "Steve brings the high-level expertise and strategic approach that our customers demand as we confront the challenges of developing and implementing highly customized solutions."

Model Metrics' Perfect Call and Contact Center Solutions

Bernard's appointment further demonstrates Model Metrics' commitment to helping organizations with contact centers increase agent productivity, save money, and increase customer satisfaction.

Bernard will manage Model Metrics' Perfect Call product line, a solution built with Adobe Flex and Visualforce technology. Running on top of Salesforce CRM, Perfect Call provides agents with a more streamlined interface, more efficient presentation of records, and customizable reporting. Already in use with several Model Metrics clients, the console enables significant increases in efficiency and an improved customer experience. Users particularly like its ability to easily consolidate all pertinent customer data on a single screen and integrate call reporting in Salesforce.

Previously, Bernard worked for nine years at Genesys Telecommunications where he helped create and sell Genesys products in new markets by leveraging the core strengths and intellectual property of Genesys. He also served as vice president, sales engineering and vice president of the Genesys University training program.

He worked for eight years at Informix Software in roles that included executive director of its technical services organization; manager of pre-sales for the Los Angeles district; principal consultant; and manager of the Regency Support organization that provides premium technical support for key customers.

Nuance Communications President Wes Hayden worked with Bernard at both Informix and Genesys. "The contact center is undergoing significant transformations, and Steve's work at Informix and Genesys enable him to astutely analyze a corporation's needs and develop solutions that dramatically enhance contact center infrastructure," he said. "His work has allowed countless major corporations to derive more profits, productivity and competitive advantages than they ever thought possible. He will bring immediate value to Model Metrics' contact center customer base."

Model Metrics delivers applications and services at the cutting edge of the fast growing Software-as-a-Service and Platform-as-a-Service industries. 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 AAA, ABN AMRO, Allstate, Aon, CME Group, Honeywell, Lands' End, InfoUSA, Kellogg's, MasterCard, Morton Salt, and Tribune Company.

With a focus on mobile and call center 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, Adobe Flex and AIR, and mobile development capabilities for iPhone enable the creation of custom CRM and non-CRM applications featuring multimedia-rich user experiences. To learn more, visit www.modelmetrics.com or email info@modelmetrics.com or call 312.587.3037.

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