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**Model Metrics Opens Five New Salesforce.com Authorized Training Centers in the Midwest**

***New Training Centers include Chicago, Detroit, Indianapolis, Kansas City and Minneapolis***

CHICAGO – October 22, 2008 – Model Metrics, a leading Software-as-a-Service consulting firm and longtime salesforce.com consulting partner, has achieved authorized training center (ATC) partner status with salesforce.com and will open five new education and training centers in key markets across the Midwest.

Starting October 20, 2008, Model Metrics became only the third salesforce.com partner in North America to be granted ATC partner status and will immediately open salesforce.com authorized training centers in Chicago, Detroit, Indianapolis, Kansas City and Minneapolis. Each center offers a curriculum built and approved by salesforce.com with courses for administrators and partners. All five centers offer exam preparation courses to earn the Salesforce.com Certified Administrator credential.

“Model Metrics has the domain knowledge, field experience and the training expertise we require of an ATC partner,” said Eric Kelleher, vice president, worldwide training & certification, salesforce.com. “Superior training is a valuable factor for achieving customer success with Salesforce CRM and the Force.com Platform. Model Metrics has been a partner of salesforce.com since 2003 with a long track record of delivering success for customers.”

“Individuals and organizations want to empower their workforce with the skills they need to maximize their return in Salesforce CRM and the Force.com Platform,” said Adam Caplan, chief executive officer of Model Metrics. “We are honored to earn training partner status and are ready to deliver the highest level of training excellence to customers in the Midwest and across the country.”

Every Model Metrics instructor receives training and authorization through salesforce.com. Model Metrics training is led by Shannon Cunningham, who has led more than 100 training programs on the use of Salesforce CRM for some of the nation's most recognizable corporations including AAA, Blue Cross/Blue Shield of California, CME Group, Honeywell, Kimball Office, Orbitz, Tribune Company, and many others.

To review the calendar of class offerings and register for training at one of the Model Metrics Midwest training centers visit [www.sfdctraining.com](http://www.sfdctraining.com).

Model Metrics offers the following salesforce.com classes in all 5 cities:

- [ADM 201 for Enterprise Edition and Unlimited Edition](#) – for EE and UE new system administrators responsible for the setup, configuration, and maintenance of their organizations' Salesforce applications
- [ADM 202 for Professional Edition](#) - for new PE system administrators responsible for the setup, configuration, and maintenance of their organizations' Salesforce applications
- [ADM 301 for Enterprise Edition and Unlimited Edition](#) - for advanced administrators who have used Salesforce for at least 3 months and/or have completed the ADM 201 Administration Essentials course

### **About Salesforce.com Certification**

The salesforce.com certification offers the world's first SaaS and PaaS credentials, demonstrating salesforce.com's continued commitment to customer, partner and developer success with Salesforce CRM applications and the Force.com platform. The salesforce.com certification program gives Salesforce CRM administrators and Force.com developers a valuable set of industry credentials that will signal their skill set to their employers and to the marketplace. Similarly, salesforce.com certification gives employers a way to train and assess current team members, identify, evaluate and hire qualified new professionals, and ensure their Salesforce CRM and Force.com deployments are being run by qualified experts to maximize their success. For more information, please visit <http://www.salesforce.com/certification>.

### **About Model Metrics**

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](http://www.modelmetrics.com) or email [info@modelmetrics.com](mailto:info@modelmetrics.com) or call 312.587.3037.

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