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## **Model Metrics Builds Custom Application for Enrollment Rx on the Force.com Platform from Salesforce.com.**

**New application will allow Enrollment Rx to provide innovative student enrollment  
management solution to universities and higher education institutions**

CHICAGO and SAN FRANCISCO – November 3rd, 2008 – Today at Dreamforce 2008, salesforce.com's annual user and developer conference, salesforce.com partners Model Metrics and Enrollment Rx announced a new relationship that will change the way educational institutions manage the student enrollment process.

Model Metrics, one of the leading salesforce.com consulting partners, has teamed with Enrollment Rx, a provider of enrollment management solutions for the education sector, to build a powerful, paperless system on the Force.com platform utilizing Force.com Sites. The new solution is designed to replace a college or university's traditional enrollment process.

The Enrollment Rx solution, available in the first quarter of 2009, incorporates the best elements of the traditional Student Information System (SIS) and Customer Relationship Management (CRM). Built entirely on the Force.com platform, Enrollment Rx is a customizable enrollment management solution that captures every critical element required during the student recruiting, enrollment, and retention processes. The Force.com solution developed by Model Metrics for Enrollment Rx not only includes the ability to easily customize solutions for each academic institution, but also comes with all the additional benefits the Force.com Platform offers: scalability, security, and automatic upgrades.

When Enrollment Rx initially identified the need for a new enrollment management process, it intended to build a solution in the .NET environment. However, when salesforce.com launched the Force.com Platform, Enrollment Rx instantly recognized the advantages of using Force.com and realized it would provide a better dual portal solution for both school employees and prospective students in a shorter period of time.

“We anticipate that Enrollment Rx will significantly transform enrollment management in the education sector,” said Enrollment Rx President and Chief Executive Officer Lawrence Levy. “This paperless solution has the power to supercharge data collection and analysis while optimizing the enrollment process. We saw the tremendous synergies between what we wanted to build and the Force.com Platform, and we turned to Model Metrics, one of the leading salesforce.com consulting partners, to provide the development expertise required to build what we envision.”

Levy noted that building the enrollment application on the Force.com Platform means a much lower cost of infrastructure for Enrollment Rx and a reduction in the amount of time it takes to develop and launch the product. “This solution lets us focus on our core competencies while relying on the world-class technology from salesforce.com, resulting in savings for our firm as well as our customers.”

Enrollment Rx will phase in deployment by first enlisting customers to beta test the solution in January 2009, then going live in early spring 2009. Educational institutions will be able to customize Enrollment Rx screens and information fields according to their individual needs, a major shift from the traditionally rigid technology that required schools to structure their business processes around the technology, instead of the other way around.

“Our work with Enrollment Rx is a powerful illustration of how cloud computing with salesforce.com enables you to pull the best elements from various web services to create an entirely new generation of rich apps,” said Adam Caplan, chief executive officer of Model Metrics. “The Force.com platform and Force.com Sites allows us to build custom user interfaces that haven’t been available to the student enrollment process. And whether it is an educational facility, a financial institution, a manufacturer or any other business, the Force.com platform from salesforce.com provides us the means to deliver powerful, effective solutions.”

### **About the Force.com Platform and AppExchange**

Force.com is the only proven Platform as a Service for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM applications, more than 800 ISV partner applications like those from CODA and Fujitsu, and more than 85,000 custom applications used by salesforce.com’s 47,700 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel.

Force.com is the fastest platform for building and deploying complex business applications. Unlike a stack of disparate client/server hardware and software products, Force.com unifies the development and deployment model from the database to the device, allowing developers to easily assemble applications with clicks, components and code, and then instantly deploy them on salesforce.com’s trusted global infrastructure. Customers and partners are using Force.com to build all kinds of business applications from supply chain management to compliance tracking, brand management, accounts receivable, claims processing applications and much more.

Applications built on the Force.com platform can be easily distributed to the entire SaaS community through the Force.com AppExchange marketplace at <http://www.salesforce.com/appexchange/>.

### **About Enrollment Rx**

Enrollment Rx is a technology company focused on delivering solutions specifically designed for enrollment and retention management in the education sector. Enrollment Rx leverages the best elements of traditional CRM (Customer Relationship Management) functionality with essential SIS (Student Information Systems) functionality, to create a best-of-breed Student Relationship Management product for educational institutions. Enrollment Rx replaces traditional enrollment processes with a paperless system that promotes student engagement, supercharges data collection and analysis, thus enabling enrollment and retention optimization. Enrollment Rx creates the necessary efficiencies and scalability critical to the success of enrollment and retention -management in the education industry. To learn more, visit [www.EnrollmentRx.com](http://www.EnrollmentRx.com) or email [info@EnrollmentRx.com](mailto:info@EnrollmentRx.com).

### **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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