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## **Model Metrics Selected as Inaugural Member of Amazon Web Services Solutions Providers Program**

*Model Metrics, a Cloud Computing Services Leader, Hosting First-Ever Chicago-based Amazon Web Services User Group on September 29<sup>th</sup>, 2009*

**CHICAGO – September 23rd, 2009 --** [Model Metrics, Inc.](#), the leader in enterprise Cloud Computing services, has been named an inaugural member of the Amazon Web Services (AWS) Solutions Providers Program. As an inaugural member of the program Model Metrics further validates its position as a Cloud Computing services leader with a focus on delivering world-class client solutions on the AWS and salesforce.com platforms.

The AWS Solution Providers Program serves a growing community of Independent Software Vendors and Systems Integrators that offer a rich set of solutions and consulting services on AWS. The program helps companies expand the capabilities and marketing potential of their solutions and services through exposure by Amazon Web Services and through relationship building with other providers in the AWS ecosystem.

Model Metrics already incorporates AWS technology in the solutions it provides customers. Model Metrics' [CardLasso](#) is an application launched in 2008 that allows users to capture business card information using an iPhone or web camera and then automates the transcription of contact data for download. CardLasso relies on AWS' Simple Storage Service (S3), Elastic Cloud Computing (EC2), DevPay, and Mechanical Turk as integral components of its functionality.

"There will be a multitude of advantages to being part of the AWS Solutions Providers Program," said Adam Caplan, CEO of Model Metrics. "Amazon has successfully built a vast and varied network of partners and customers that we are privileged to be a part of. Our team of development experts, which includes some of the best minds in the custom application development business, is stretching AWS and Cloud Computing technologies to their limits, and we're excited to be introducing some bold new solutions through our involvement with this community."



Model Metrics offers a complete set of solutions and services utilizing Amazon Web Services to help companies move to the Cloud, including:

- Cloud Computing Strategy Development and Architecture Advisory
- eCommerce and Website Hosting
- IT Infrastructure Enablement
- Custom Application Development on AWS
- Mass Storage Solutions

In addition to Model Metrics' status as an inaugural partner of Amazon Web Services as well as a fast-growing list of innovative AWS solutions, the company is hosting the first-ever Chicago Amazon Web Services User Group. The event is scheduled for September 29<sup>th</sup> at 8:00am CDT and is open to anyone interested in learning more about Amazon Web Services and Cloud Computing. To join the group or sign up for the inaugural event, simply visit [www.amazonchicago.com](http://www.amazonchicago.com).

### **About Model Metrics**

[Model Metrics](#) delivers applications and services at the cutting edge of the fast growing Cloud Computing industry. 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, New York, Detroit, Minneapolis and Dallas, Model Metrics' customer base spans all industries and includes enterprises such as Abbott, Allstate, Aon, Cars.com, CME Group, Honeywell, InfoUSA, MasterCard, Medtronic, and Orbitz.

With a focus on mobile and call center technology, business process and change management innovation, and custom development, Model Metrics has completed hundreds of engagements in both mid-sized and Fortune 1000 companies. Its world-class application development skills using Force.com, Adobe Flex and AIR, Amazon Web Services, Google, and the Apple iPhone enable the creation of custom 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 877.542.2885.

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