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Model Metrics' Cloud Converter for Force.com Now Available on the Salesforce.com AppExchange

Application Revolutionizes Process of Migrating to Force.com

SAN FRANCISCO – Salesforce.com Dreamforce Conference - November 19, 2009 – [Model Metrics](#), the leader in cloud computing services for the enterprise and a premier partner of [salesforce.com](#), today announced the availability of Cloud Converter for Force.com on the salesforce.com AppExchange. With Cloud Converter, Salesforce CRM and Force.com users can convert an Excel spreadsheet into an application on Force.com with just a few simple clicks.

The announcement was made today at Dreamforce 2009, salesforce.com's user and developer conference.

With [Cloud Converter](#), an application developed by Model Metrics, users can automate and simplify the process of migrating spreadsheets to Force.com. Not only does the application migrate data, but it also automatically creates the custom objects and fields, including field types and list of values for certain field types. Utilization of Cloud Converter can save hours, days, and even weeks of development time for new Force.com applications.

Cloud Converter is available for free on the AppExchange and can be installed as a new application in a user's salesforce.com environment within minutes. It works with CRM and non-CRM applications alike, automatically reading metadata and configuring new objects and fields on Force.com.

“The power of Cloud Converter lies in its ability to help users unlock their data in Excel spreadsheets and not only share it across their organization but also integrate it with Salesforce CRM or other applications built on the Force.com platform,” said Kendall Collins, chief marketing officer, salesforce.com. “The addition of Cloud Converter to the AppExchange means any salesforce.com customer may download the application through a few simple clicks and be live within minutes.”

“Salesforce.com has succeeded in bringing development capabilities to a broad audience that was previously attainable only by programmers,” said Adam Caplan, CEO of Model Metrics. “Companies can accelerate the speed with which they move to the real time cloud and Force.com with our services and the Cloud Converter application. This represents a fundamental shift in information technology, enabling users with no development skills to realize customer success by creating applications on the trusted Force.com platform on their own.”

Cloud Converter also facilitates the migration of applications such as Lotus Notes, Microsoft Access, Oracle or SQL Server to Force.com with a facilitated approach by Model Metrics. To learn more about converting these applications to Force.com, contact us at info@modelmetrics.com.

Cloud Converter at Dreamforce Conference

Reid Carlberg of Model Metrics will be demonstrating the power of Cloud Converter live at Dreamforce. Just stop by the Model Metrics booth (#609) for a demonstration of the most challenging migration projects.

Reid will also be demonstrating Cloud Converter in a breakout session at Dreamforce '09 on Friday, November 20, at 10:15am and is titled “Turning Spreadsheets into Custom Apps”.

About the Force.com Platform and AppExchange

Force.com is the only proven enterprise platform for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM applications with more than 800 ISV partner applications like those from CODA and Fujitsu, and more than 120,000 custom applications used by salesforce.com’s 63,200 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel.

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

About Model Metrics

[Model Metrics](#) delivers applications and services at the cutting edge of the 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 for 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](#) or email info@modelmetrics.com or call 877.542.2885. Also follow us on Twitter [@modelmetricsinc](#)

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