



Contact:

David Dahlberg
CMO, Model Metrics
312-994-8040
ddahlberg@modelmetrics.com

Ellen DePodesta
Public Relations, Model Metrics
773-868-1008
edepodesta@modelmetrics.com

Model Metrics' eGiving Solution for Donation Management Now Available on Salesforce.com AppExchange

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 eGiving on the AppExchange. Model Metrics' eGiving application is a free, ecommerce-based, donation management application that automates a nonprofit organization's fundraising process. Built using the Force.com platform, eGiving is immediately available for test drive and deployment on the AppExchange at <http://www.salesforce.com/appexchange>.

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

Originally developed for the Center for Economic Progress (CEP), Model Metrics is making its eGiving solution available at no cost through the AppExchange to the more than 7,000 nonprofit organizations that use salesforce.com.

eGiving by Model Metrics enables a new Web site using Force.com Sites and Amazon Flexible Payments Service, and seamlessly integrates with an organization's existing Salesforce CRM application to automatically capture donor payment information. The integration with Amazon Flexible Payments Service automates donation payment processing and provides donors with a quick, convenient and secure method of payment. The integration between these platforms creates a best-in-class cloud computing solution that allows CEP and any other organization with a fundraising arm to save time and critical resources.

“Model Metrics’ eGiving application holds tremendous potential to empower the thousands of nonprofit organizations that use Salesforce CRM,” said Suzanne DiBianca, executive director, Salesforce.com Foundation. “By using eGiving, nonprofits can simplify and accelerate the entire donation process which means they can focus more resources on improving services to customers.”

CEP is a nonprofit organization that helps hard-working, low-income families move from financial uncertainty to financial security. It provides trusted tax and financial counseling and leads a national coalition of organizations that promotes economic progress for low-wage workers and their families. The organization also acts as an agent of social change, advocating on behalf of low-income families at both the federal and state levels.

Prior to implementation of the new eGiving solution, donors had the ability to make online payments using PayPal, but an employee in CEP’s fundraising department was required to manually enter donor information into Salesforce CRM after the information was received via email. The new solution, which was developed by Model Metrics in just 10 days, not only simplifies the donation process for donors, but also significantly reduces the time spent updating donor and donation information via the integration between Flexible Payments Services and Force.com Sites. Additional direct benefits for CEP include:

- Less time-intensive, manual data entry processes;
- Greater productivity with fewer systems to manage; and
- Superior accuracy and timely communications with donors.

“The new system designed and delivered by Model Metrics not only allows us to better track and communicate with our donors and volunteers, but also eliminates the intensive manual labor that our previous system required,” said David Marzahl, executive director, Center for Economic Progress. “This system is critical to the success of our mission of transforming financial uncertainty into financial security, and the delivery time from Model Metrics was incredible.”

Model Metrics is also working with the CEP to create a new enrollment system to automate the registration process of volunteers. The prior system did not integrate with salesforce.com, forcing the organization’s volunteer manager to manually enter volunteer data from Excel. The new system leverages Force.com Sites technology to allow new volunteers to register on the organization’s Web site, which automatically captures volunteer information and updates the contact within Salesforce CRM, allowing the organization’s employees to easily maintain and update volunteer information.

Model Metrics donated half of the project fee to the CEP as part of its corporate giving initiative modeled after that of its partner, salesforce.com. The Salesforce.com Foundation lays out a 1/1/1 model whereby it contributes 1% time, 1% equity and 1% product to its communities. Salesforce.com’s “Power of Us” partner initiative

encourages its registered partners to provide their own community support in two of these three areas.

“We are excited to deliver this innovative new solution to help a respected local organization further its worthy cause,” said Adam Caplan, Chief Executive Officer, Model Metrics. “The Center for Economic Progress has truly leveraged the power of cloud computing to automate its previously manual fundraising process, allowing it to spend more time helping low-income families in our community.”

About the Center for Economic Progress

The Center for Economic Progress helps working families move from financial uncertainty to financial security. We offer trusted tax and financial counseling in low-income communities; lead a national coalition of organizations that promote economic progress for low-wage workers and their families; and advance policies and practices to create a financial system that works for all. Visit us online at www.economicprogress.org.

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 the Salesforce.com Foundation

The Salesforce.com Foundation is the global leader in integrating philanthropy and business through its 1/1/1 integrated philanthropy Model <http://www.sharethemodel.org>. The 1/1/1 Model harnesses the power of salesforce.com’s people and technology through 1% Time, 1% Equity and 1% Product to increase the effectiveness of nonprofits in pursuing their social missions. Since the Foundation’s inception in 1999, employees have given more than 150,000 hours of their time to volunteer projects; more than 7,000 nonprofits in 60 countries are using donated and discounted Salesforce CRM licenses as part of the Foundation’s 1% Product Donation Program <http://www.salesforcefoundation.org/product>; and numerous organizations have benefited from over \$14 million dollars given out in grants. For more information on the Salesforce.com Foundation, please visit <http://www.salesforcefoundation.org>.

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](#)

####