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## **Model Metrics and Enrollment Rx Partner to Deliver Comprehensive Enrollment Solution for the Education Sector on the Force.com Platform**

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](#) and [Enrollment Rx](#), which delivers software solutions specifically designed for Student Relationship Management in the Education Sector, today announced a partnership to deliver a comprehensive enrollment solution for the education sector.

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

The Enrollment Rx solution, developed in partnership with Model Metrics, provides an automated, paperless enrollment system for educational institutions. Designed to replace the traditional enrollment process, the solution is proving to be timely and effective as schools look to technology to help cut costs and increase efficiencies.

Built on the Force.com platform, the solution incorporates robust features, including a student portal that engages current and prospective students and lets them manage information, interact with staff and advisors, and receive automated updates informing them of incomplete items in their application. For academic institutions, the new Facebook integration facilitates online discussion and recruiting efforts between applicants and additional potential applicants already using the social networking site, further expanding an institution's applicant reach. The application helps higher learning institutions to manage and track prospects, and keeps students focused on completing their admissions and financial aid requirements while facilitating the collection and analysis of data.

In addition to partnering in the development of the application, Enrollment Rx and Model Metrics now partner to implement complete solutions for educational institutions. The two companies work together to implement accelerated enrollment management solutions for colleges and universities leveraging the Enrollment Rx solution and industry expertise and Model Metrics' years of cloud computing experience with more than 1,000 implementations.

“With our partner Enrollment Rx, we are working to change the way educational institutions manage their student relationships and enrollment process,” said Adam Caplan, chief executive officer, Model Metrics. “Since its launch earlier this year, we are already seeing the benefits of this mutually beneficial relationship with a fellow salesforce.com partner.”

### **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 Enrollment Rx**

Enrollment Rx, LLC is a technology company dedicated to delivering powerful CRM solutions for Higher Education Institutions. Enrollment Rx, LLC offers several Student Relationship Management products for Higher Ed including:

- Enrollment Rx – Enrollment Management Software
- Placement Rx – Career Services Management Software
- Alumni Rx – Alumni Relationship Management Software

All Enrollment Rx, LLC products are built entirely on the Force.com platform from salesforce.com. By leveraging industry-leading cloud computing technology, Enrollment Rx, LLC is pioneering the way in bringing the Higher Education community into the cloud. For more information, please visit [www.EnrollmentRx.com](http://www.EnrollmentRx.com) or email [info@EnrollmentRx.com](mailto:info@EnrollmentRx.com) or call 847-233-0088.

### **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](mailto:info@modelmetrics.com) or call 877.542.2885. Also follow us on Twitter [@modelmetricsinc](#)

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