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Model Metrics Delivers Amazon Web Services Solution To Prepare TripZipr for Rapid Growth

CHICAGO – March 2, 2010 – Thanks to Model Metrics and Amazon Web Services (AWS), TripZipr is ready for takeoff as it positions itself for future growth.

TripZipr is a mobile marketing company that sends travel deals directly to consumers' cell phones so they can book an offer before it sells out. This differs from the typical approach where customers scan travel "alert" websites and newsletters to locate a deal, only to find that it is no longer available. Instead, TripZipr pushes news of special travel offers that fit a specific profile directly to consumers' phones so they can be acted upon immediately. TripZipr also has distribution partnerships with travel service providers to distribute their travel deals through TripZipr and TripZipr affiliated network partners.

TripZipr turned to Model Metrics to migrate its existing application from a managed services provider to Amazon Web Services. The AWS solution, which runs in the Amazon Elastic Compute (EC2) cloud, prepares TripZipr for future growth and expands its capacity.

"Amazon Web Services is an amazing solution, particularly its instant scalability and the speed that its infrastructure delivers. It's fast, it's reliable, we don't have to worry about administrative tasks, and we can easily add servers as our business grows," said Steven Yarger, co-founder of TripZipr, who previously was senior manager, online marketing for Orbitz Worldwide. "AWS is already saving us money – you pay only for what you use, and it costs less than our managed services provider."

Model Metrics CEO Adam Caplan said, "TripZipr's entire migration process from its hosted solution to AWS was completed in less than one week. The Model Metrics team coached TripZipr on how to do the cut-over themselves so they are self-sufficient going forward and can easily add new services, products or clients to their application."

Model Metrics offers customers a wide range of services and solutions 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

Model Metrics is an inaugural member of the Amazon Web Services Solutions Providers Program and founded the [Chicago Amazon Web Services user group](#), which meets monthly.

About Model Metrics

[Model Metrics](#) delivers solutions and services at the cutting edge of the cloud computing industry. Since its founding in 2003, Model Metrics has become one of the most diversified and respected partners of salesforce.com, Amazon Web Services, Adobe, and Google. 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 4,600+ customers and has completed 1,100+ salesforce.com implementations 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. Follow us on Twitter [@modelmetricsinc](#).

About TripZipr

TripZipr is a travel industry mobile marketing company that delivers consumer travel deals direct to mobile phones. Founded in 2009, TripZipr was selected as "Early Stage Innovator" at the industry-leading PhoCusWright 2009 conference. For more information, visit www.TripZipr.com.

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