

## **Business Digest**

*News for 2008-10-20*





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## **International Arab Conference for e-Tourism and e-Marketing Slated for December**

*The International Arab Conference for e-Tourism and e-Marketing will be held on Dec. 15-19, 2008 at the Continental Reef Garden Resort in Sharm El-Sheikh, Egypt.*

Sharm El-Sheikh, Egypt (PRWEB) October 20, 2008 -- The Electronic Union of Travel Industry (EUOTI) -- together with The Arab Tourism Organization (ATO) and the Co-operation of International Federation of Information Technology and Travel and Tourism (IFITT) under the supervision of the Arab League Organization and the Egyptian Ministry of Tourism – will hold the [International Arab Conference for e-Tourism and e-Marketing](#) on Dec. 15-19, 2008 at the Continental Reef Garden Resort in Sharm El-Sheikh, Egypt.

The importance of the conference: [E-tourism](#) includes a group of travel and tourism services related to e-commerce and the Internet. E-tourism represents the biggest section in the e-commerce pie.

The aim of the conference is to endorse the strategy to develop the information and communication techniques required by the main interacting poles in the e-travel system. Conference participants will learn to perform major roles in the new hierarchy of the international tourism sector through cooperation between the government and the private sector via the following phases:

- Make required changes in the infrastructure and distribution of the travel products
- Strengthen the bonds between providers and tourists through updated systems that promote travel products
- Develop and maintain supportive systems that aid tourists with making good travel choices
- A successful marketing program is one that provides continuous contact between the e-tourism industry and consumers, which requires a comprehensive marketing plan as well as efforts rendered through travel companies and hotels on an individual basis

Time and place: The conference will be held at the Continental Reef Garden Resort, Sharm El-Sheikh, on Dec. 15-19, 2008 from 10 a.m. till 5 p.m.

Conference outlines and important topics:

- Web development and Web designing
- e-commerce and e-marketing
- SEM and SEO
- Online sales and marketing techniques
- Mobile marketing strategies
- Online hotel reservation systems appliance
- Online video marketing
- Measures and quality control for the e-travel systems
- Hotel and restaurants e-marketing
- Travel companies business promoting
- Duplicating investments aspects
- Broadening the e-travel business horizon
- Web site marketing



- Flight booking through the Internet
- Copyright protection for software and digital contents
- Banking and e-travel workshop
- Bank funding and tourism projects
- The Arab Travel Bank Experiment
- Money laundry in financial travel transactions
- e-government and the numeric travel transactions
- e-contracting and e-signature
- e-arbitrage to solve numeric travel transaction disputes
- Legislation and laws governing the e-travel sector on local, Arab and international levels
- e-crime and its impact on e-travel
- Privacy and information protection and its impact on travel information infrastructure

The economic sample of the e-travel sector:

- Providers: Flight companies, transport companies, hotels, restaurants, etc.
- Distributors: travel agencies, tour operators, etc.
- Consumers
- e-banking
- e-payment companies, e-intermediary

Conference committees, counselors

- The conference organizer: Mr. Hossam Darwish (e-travel expert and EUOTI, GM)
- The scientific organizer: Judge; Mohamed M. El-Alfy (The Arab Union of E-arbitrage, board member and Egyptian Committee for fighting Internet crimes, Deputy Chairman)
- The scientific committee: A selected group of academic experts and professors specialized in the fields of travel, marketing, economy, technology and Law
- The media counselor
- The conference's scientific counselor

Experts: Fifteen international experts -- as well as professors and academics -- are lecturing at the conference, covering all e-marketing fields including travel, media, communications, economy, banking, IT, managerial development and law

Panel heads and speakers: The conference will feature experts in the fields of law, technology, marketing and economy representing various Arab and European countries

Program:

- An opening and closing ceremony, in addition to five working days
- The final conference agenda will be sent three weeks prior to the event

Attendees:

- Government sectors specialized in tourism, media and communication (ministries, institutions, and organizations)

- Companies, agencies, and travel committees
- Heads of hotel committees, hotel managers, resort managers and travel company managers
- Heads of travel agency committees
- University professors in the field of hotel management and travel and tourism
- Heads of training departments in the government sector, ministries and private sector
- Heads of IT and technology development
- Academics interested in training, management and technology development
- Bank unions
- Representatives from the chambers of commerce, industry and tourism
- Unions representing money markets, stock markets and banks
- Judges and lawyers interested in traveling and tourism
- Money laundry fighting committees, protecting the confidentiality unions of the banking sector as well as those in the Ministries of Tourism, Commerce, and Information

Subscription fees cover the following:

- International certificate in the field of e-marketing, e-commerce, and e-travel
- Meeting famous international individuals in the field of e-commerce
- Attendance at educational seminars
- Four nights, five days in a five-star resort at Sharm El-Sheikh
- Attendance at the opening and closing ceremonies
- Instant translation from English to Arabic and vice versa for all sessions – as requested
- Two coffee breaks and one light lunch per day
- Airport welcoming as well as transportation to and from the hotel
- Air-conditioned buses for transportation to and from the airport -- and the resort in Sharm El-Sheikh in case passengers arrive from Cairo
- All transportation listed in the conference agenda
- Prices in USD (\$1750 per person -- single room)

Prices don't include:

- All items that are not mentioned above
- Internal and international flight tickets
- Optional tours in Cairo and Sharm el-sheikh
- All personal expenses

For further information on the conference, please contact:

Mr. Hossam Darwish

General Manager

EUOTI -- Electronic Union of Travel Industry

Tel: +20 (2) 27 9272 50

Fax: +20 (2) 27 9272 52

Mob: +2 12 329 3909

e-mail: info @ euoti.net

[www.Euoticonf.com](http://www.Euoticonf.com)



###



### **Contact Information**

**Hossam Darwish**

EUOTI

<http://www.euoticonf.com/>

0020123293909

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## **The Carle Names Alexandra Kennedy as New Executive Director**

*Rapidly-growing museum expands senior leadership team with addition of Disney Publishing alum.*

Amherst, MA (PRWEB) October 20, 2008 -- The Eric Carle Museum of Picture Book Art has named former Disney executive Alix Kennedy as Executive Director, a newly created position aimed at expanding the senior leadership team at the now five-year old organization. Founding Director Nick Clark, who has been with the Museum since its inception, will assume the full time, newly-created role as Chief Curator.

"Alix has demonstrated exemplary management skills as well as terrific creative instincts. She understands start ups and the family audience on a national scale, which is central to our mission," said Chris Milne, Chairman of the Board and head of the Search Committee. He continued, "we were extremely gratified with the caliber and credentials of the applicant pool, and Alix was our unanimous choice."

During her 17-year career with Disney Publishing Worldwide, Kennedy most recently held the position of vice president and editorial director of U.S. Consumer Magazines, which includes FamilyFun and Wondertime magazines. She was presented with the Disney Publishing Worldwide Leadership Award in 2004, the Launch Editor of the Year Award from MIN Magazine in 2006, and will be presented with the Exceptional Women in Publishing Award from Women in Periodical Publishing (WIPP) in January 2009.

"I am really delighted about this opportunity," says Kennedy. "Core to the museum are so many things I am passionate about -- children, education, literature and art, and the meaningful role that non-profits can have in families' lives. I will always be grateful for the remarkable experiences I had working at Disney -- and look forward to the many exciting opportunities ahead at The Carle."

Kennedy, who has an M.F.A. in Poetry from the University of Massachusetts, Amherst, launched FamilyFun in 1991 and Wondertime in 2006. FamilyFun, the enormously successful magazine with a focus on activities for families, has a rate base of 2,000,000 readers. Wondertime, with its emphasis on education and child development, quickly earned two nominations for National Magazine Awards, and has a rate base of 500,000 readers. Since 2006, Kennedy has been a Board Member of the Fine Arts Center at the University of Massachusetts, and has served on other non-profit boards as well.

"Alix brings a very impressive set of credentials to the position," said Nick Clark, who will now assume the role of Chief Curator. "She is a proven manager, and possesses the ability to create a potent brand that has national and international reach. This is exactly what we needed," Clark continued.

The change in leadership structure is a direct reflection of the Museum's rapid growth and the need to separate the curatorial and programming functions from the day-to-day administrative oversight. The Museum will be "retiring" the position of Founding Director. Kennedy will officially begin in the role of Executive Director on October 27 at The Carle's main office, located in Amherst, Massachusetts.

About the Museum:



Founded in part by Eric Carle, the renowned author and illustrator of more than 70 books, including the 1969 classic *The Very Hungry Caterpillar*, and his wife Barbara, The Eric Carle Museum of Picture Book Art is the first full-scale museum in this country devoted to national and international picture book art, conceived and built with the aim of celebrating the art that we are first exposed to as children. Through the exploration of images that are familiar and beloved, it is the Museum's goal to provide an enriching, dynamic, and supportive context for the development of literacy and to foster in visitors of all ages and backgrounds the confidence to appreciate and enjoy art of every kind.

The Museum--which houses three galleries dedicated to rotating exhibitions of picture book art, a hands-on Art Studio, a Reading Library, an Auditorium, a popular Café, and a Museum Shop--is located at 125 West Bay Road, Amherst, MA. Museum hours are Tuesday through Friday 10 am to 4 pm, Saturday 10 am to 5 pm, and Sunday 12 noon to 5 pm. Admission is \$7 for adults, \$5 for children under 18, and \$20 for a family of four. For further information and directions, call 413-658-1100 or visit the Museum's website at <http://www.carlemuseum.org>.

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### **Contact Information**

**Corey Feltovic**

The Eric Carle Museum of Picture Book Art

<http://www.carlemuseum.org>

(413) 658-1105

### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **Deltek Partners with SSL Solutions to Further Expand Consulting Market Reach**

Herndon, VA (PRWeb) October 20, 2008 -- Deltek, Inc. (NASDAQ: PROJ), the leading provider of enterprise applications software for project-focused organizations, today announced that it has signed SSL Solutions as a business partner to expand the company's reach into the consulting market sector, specifically into the Canadian market.

Calgary, Alberta-based SSL Solutions serves a wide variety of businesses in the small to mid-market sectors within the business systems consulting marketplace. SSL Solutions consulting services include installation and upgrades, custom Crystal Reports creation, third-party tool needs analysis and selection, project management and custom application development. SSL Solutions is a Microsoft Certified Partner and Value-Added Reseller for Microsoft Dynamics and is exclusively owned, managed and staffed by experienced, professional accountants and consultants. SSL Solutions will be adding Deltek's project-focused enterprise software solution suite to their product and services portfolio offering. Their respected experience in this market sector will provide Deltek a strong customer base in this key region.

"Our partnership with Deltek will provide our customers with software designed specifically for their unique needs," said Steve Swenson, Partner at SSL Solutions. "The Deltek product suite is industry leading and the only product line built specifically for project-focused businesses. Deltek's business and partner approach is world-class and we are excited by how this partnership will bring improved efficiency to the way our customers run their businesses."

"SSL Solutions has built a respected reputation in the Canadian consulting marketplace," said Taylor Macdonald, Vice President, Worldwide Channels and Sales Alliances for Deltek. "We are excited to have SSL Solutions take part in our growth as a strategic business partner and look forward to the combined products and services we will be able to offer."

### **ABOUT DELTEK**

Deltek, Inc. (NASDAQ: PROJ), is the leading provider of enterprise applications software designed specifically for project-focused businesses. For more than two decades, our software applications have enabled organizations to automate mission-critical business processes around the engagement, execution and delivery of projects. More than 12,000 customers worldwide rely on Deltek to measure business results, optimize performance, streamline operations and win new business. Visit [www.deltek.com](http://www.deltek.com).

### **ABOUT SSL SOLUTIONS**

SSL Solutions is a Microsoft Certified Partner and Value Added Reseller for Microsoft Dynamics with over 30 years combined business systems consulting experience. SSL's consulting services include installation and upgrades, custom Crystal Report creation, third party tool needs analysis and product selection, project



management, custom application development, and more. For further information visit [www.ssl-sol.com](http://www.ssl-sol.com).

For further information contact:

Warren Brown

VP of Strategic Communications, Deltek

703.885.9746

warrenbrown@deltek.com

###



### **Contact Information**

**Warren Brown**

Deltek, Inc.

<http://www.deltek.com>

703-885-9746

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## CEO Proposes a Radical Plan to Revamp the Healthcare System

*New plan incorporates new management and technology infrastructure to replace insurance companies.*

Alpharetta, GA (Vocus) October 20, 2008 -- Everyone agrees that healthcare in this country is in crisis, that it is unaffordable and unavailable to a large segment of the American population. Suggested solutions range from adopting a universal healthcare plan to lowering malpractice rates. But according to Richard Jackson, Chairman and CEO of [Jackson Healthcare](#) (JH), these are not solutions; they are merely band aids to treat the symptoms. The true problem, says Jackson, can be defined in two words -- insurance companies. And Jackson's provocative new proposal to resolve the healthcare crisis also involves insurance companies -- eliminating them.

According to Jackson, insurance companies no longer provide value. "They need to be replaced with a more efficient system that significantly reduces unnecessary costs, passing those savings on to employers and patients," says Jackson. "The new system must return physicians to the practice and control of medicine," he adds, "while reinstating the relationship between doctors and their patients." And Jackson's bold new alternative plan, a national healthcare reimbursement system (HRS), would do just that.

It consists of [eight major components](#):

Other proposed solutions for revamping America's inefficient healthcare system abound. One popular so-called remedy is mandatory health insurance for all. But according to Jackson, guaranteed healthcare treats a symptom, not the problem. "Under today's antiquated system, healthcare is neither efficient nor affordable, and making it mandatory isn't going to change that," says Jackson. Great advancements in medicine have been made, he adds, yet the system that manages it dates back to the 1980's. "Technology now provides us the opportunity to return doctors to the practice of medicine, eliminate the middle man, improve the quality of healthcare and make it affordable and accessible to everyone," he says. "And to the majority of Americans," says Jackson, "that's a solution that can't come soon enough."

For a more in depth look at Richard Jackson's radical proposal for a national healthcare reimbursement system, please click [here](#):

### About Jackson Healthcare

Founded by healthcare pioneer Richard L. Jackson, Jackson Healthcare addresses the two biggest challenges facing healthcare today: finding the right people and delivering the right information at the right time. The JH family of companies provides clinician staffing, anesthesia management and healthcare information technology solutions proven to improve clinical and financial outcomes and increase operational efficiency.

With approximately 400 associates in Alpharetta, Ga., and 600 nationally, JH serves more than three million patients in some 1,000 hospitals each year. With a 53-percent compound annual growth rate between its founding in 2000 and year-end 2007, the company ranked seventh on Atlanta Business Chronicle's "Pacesetters" list of Atlanta's fastest-growing companies in April 2007. JH also was named to the Inc. 500 list in 2004; to the Inc.



5000 in 2007 and 2008; and as one of “Atlanta’s Best Employers” by the Business Chronicle in 2007 and 2008. The firm's operating entities include: LocumTenens.com, Premier Anesthesia, Jackson & Coker, Travel Nurse Solutions, Jackson Hospital Affiliates, Jackson Therapy Partners, StatCom and Patient Placement Systems.

Press Contact:

Bob Schlotman

BSchlotman @ jacksonhealthcare.com

770 643-5697

[www.jacksonhealthcare.com](http://www.jacksonhealthcare.com)

###



### **Contact Information**

**Bob Schlotman**

Jackson Healthcare

<http://www.jacksonhealthcare.com>

770-643-5697

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## **Avenue A | Razorfish Shortens Name to Razorfish**

*Launches global [www.razorfish.com](http://www.razorfish.com)*

Seattle, WA (PRWEB) October 20, 2008 -- Avenue A | Razorfish announced today that the agency has shortened its name to Razorfish™ and launched its new website -- [www.razorfish.com](http://www.razorfish.com).

"For four years we have operated as a single agency with integrated capabilities in the global marketplace, and we don't need two names anymore," Razorfish CEO Clark Kokich said. "Although both Avenue A and Razorfish are excellent choices as standalone brands, the Razorfish name enjoys stronger brand equity around the world."

The Avenue A | Razorfish name was the result of a 2004 merger between Avenue A, one of the first companies to plan and buy digital media, and Razorfish, one of the first companies to counsel clients on digital marketing strategy, creative, and web design.

"As pioneers in the 1990s, Avenue A and Razorfish were each known for helping clients enter the digital age. Both brands represented innovation and speed to market, and they still do so today," Kokich said. "Nevertheless, we are making it easier to do business with us by using a single name--Razorfish."

Since the merger, the company has grown from 800 people in 11 U.S. offices to more than 2,200 people in 20 offices across the United States, Australia, China, France, Germany, Japan and the United Kingdom. Razorfish is one of the largest interactive marketing companies in the world, and also one of the largest buyers of digital advertising space and paid search.

"Today, a global network of Razorfish professionals, from New York to Beijing, helps our clients build stronger brands for the digital world, whether we're launching a media campaign for Best Buy, designing websites for the likes of The Financial Times, Hindustan Times and The New York Times, or helping Levi's use social media to engage brand advocates," Chief Strategy Officer Jeff Lanctot said.

The agency's offices are adopting the Razorfish name as follows (effective immediately unless otherwise noted):

- All U.S. offices use the Razorfish brand name.
- Amnesia Group in Australia is Amnesia Razorfish.
- Avenue A | Razorfish London will become Razorfish London early next year.
- Dentsu | Avenue A | Razorfish in Japan will become Dentsu Razorfish early next year.
- Duke in France is Duke, a Razorfish company.
- e-Crusade in greater China (Beijing, Shanghai and Hong Kong) will become Razorfish early next year.
- Neue Digitale in Germany is Neue Digitale/Razorfish.

Additionally, Razorfish has launched a new all-Flash website, [www.razorfish.com](http://www.razorfish.com), with abundant content for everyone--from job seekers, journalists and peers, to clients and prospects.

The site embodies the core attributes of global, social, simple and experimental - providing easy access to:



- A visually-rich portfolio of 45 case studies categorized by industry
- Razorfish [special reports](#), including the DOR, in PDF & audio format
- 50 white papers ("Insights") filtered by topic
- Client summit video highlights
- Links to [company blogs & newsletters](#), as well as the company's Facebook page
- Landing pages for each service offering with helpful links
- Careers Center
- Partners form to qualify publishers & vendors
- Events calendar

#### About Razorfish

Razorfish, formerly Avenue A | Razorfish, is one of the largest interactive marketing and technology companies in the world, and also one of the largest buyers of digital advertising space. With a demonstrated commitment to innovation, Razorfish counsels its clients on how to leverage digital channels such as the Web, mobile devices, in-store technologies and other emerging media to engage people, build brand loyalty and provide excellent customer service. The company is increasingly advising marketers on Social Influence Marketing™, its approach for employing social media and social influencers to achieve the marketing and business needs of an organization. Its award-winning client teams provide solutions through their strategic counsel, digital advertising and content creation, media buying, analytics, technology and user experience. Razorfish has offices in markets across the United States, and in Australia, China, France, Germany, Japan and the United Kingdom. Clients include Carnival Cruise Lines, Coors Brewing Company, Levi's, McDonald's and Starwood Hotels. Visit [www.razorfish.com](http://www.razorfish.com) for more information.

#### Media Contacts:

Sally O'Dowd  
Sally.odowd@razorfish.com  
(direct) +1.312.696.5068  
(mobile) +1.773.458.3740

Katie Lamkin  
Katie.lamkin@razorfish.com  
(direct) +1.312.696.5241  
(mobile) +1.773.308.3425

###



**Contact Information**

**Sally O'Dowd**

Razorfish

<http://www.razorfish.com>

312-696-5068

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You can read the online version of this press release [here](#).



## Hostway Showcases Mobile Email with its "Go Mobile with Exchange" Giveaway

*Between October 15, 2008 and January 14, 2009, new hosted Exchange customers are eligible to win their choice of new smart phone: BlackBerry Bold, HTC Touch Diamond or Apple iPhone 3G.*

Chicago, Illinois (Vocus) October 20, 2008 -- [Hostway Corporation](#), the global Web solutions leader, launched the Go Mobile with Exchange Giveaway, a prize drawing that allows winners to select one of the hottest smart phones on the market. Anyone who orders one or more Exchange email accounts during the promotion is automatically entered into the drawing. Winners get to choose a free BlackBerry Bold, HTC Touch Diamond or Apple iPhone 3G.

"There's no better way to highlight the mobile functionality of [Exchange](#) than to let our customers try it out on their choice of the three most advanced, new smart phones," said David Choi, business development analyst for Hostway's Advanced Product Group.

### BlackBerry Bold

The leader in mobile messaging, the BlackBerry Bold offers a brilliant display screen plus the standard QWERTY keyboard this brand is known for. Hostway's Exchange plans fully integrate with the highly secure BlackBerry Enterprise Server software.

### HTC Touch Diamond

The HTC Touch Diamond features a TouchFLO 3D on-screen interface. It was designed for complete Microsoft Exchange compatibility through ActiveSync, which is included free in every Hostway hosted Exchange account. The Touch Diamond also integrates with all Microsoft Office applications, allowing users to edit documents directly on the device.

### Apple iPhone 3G

The latest generation of Apple's groundbreaking iPhone synchronizes seamlessly with ActiveSync. The ultimate in work and play: it's a revolutionary phone, widescreen iPod and Internet device.

Hostway will hold three separate drawings on:

- November 15, 2008
- December 15, 2008
- January 15, 2009

Customers who order between October 15 and November 14 are eligible to win in both subsequent drawings if they don't win the first one. Customers who sign up before December 15 are eligible for the last two prizes.

No purchase is necessary for [Hostway's Go Mobile with Exchange Giveaway](#). Certain restrictions apply. See Hostway's Web site for details.



#### About Hostway Corporation

Hostway Corporation provides domain name registration, [Web hosting](#) and ecommerce, colocation, managed dedicated hosting, SaaS hosting, Web design and online marketing services to more than 600,000 customers and over 2 million Web sites worldwide. It operates state-of-the-art data centers that reduce the complexity and cost of Web-based technologies for small businesses and large enterprises. Founded in 1998, Hostway is one of the world's largest Web hosting companies with a direct presence in 11 countries, 15 worldwide operation centers and more than 600 employees.

#### Contact

Lyza Swearingen Latham  
Director of Marketing  
Hostway Corporation  
954-334-8139  
publicity[at]Hostway[dot]com

###



### **Contact Information**

**Lyza Latham**

Hostway Corporation

<http://www.hostway.com/iphone/index.html>

954-334-8139

### **Online Web 2.0 Version**

You can read the online version of this press release [here](#).



## **DLA Piper Survey Reveals Challenges, Opportunities for Tech Industry Amid Economic Uncertainty**

*At a critical juncture for the Technology Industry -- as the U.S. economy and others worldwide navigate an unprecedented financial crisis and await the outcome of a historic presidential election -- law firm DLA Piper commissioned a survey of leading technology executives and venture capitalists to gauge their thoughts, attitudes and perceptions on pressing issues. The responses were collected between September 23 and October 6 as Congress debated the \$700 billion bailout bill and during a tumultuous two weeks on Wall Street.*

East Palo Alto, CA (PRWEB) October 20, 2008 -- In the midst of financial and economic uncertainty, and during a historic presidential election, the [DLA Piper 2008 Technology Leaders Forecast Survey](#) found that industry leaders have a host of concerns, but are fundamentally optimistic about future opportunities.

The survey, released on the eve of the firm's [Global Technology Leaders Summit](#), yields new insight into the impact of the current financial crisis and a sputtering global economy on the technology sector. The survey polled technology leaders on a range of issues including the outlook for venture capital and other financing; when the IPO market is expected to rebound; plans for R&D, sales and marketing; the perceived impact of the presidential candidates on the technology industry; and existing opportunities in open source software, clean technology, and emerging markets, among other issues.

DLA Piper will highlight the survey's findings and release as-it-happens coverage of the Global Technology Leaders Summit on its [Tech Summit Blog](#).

Overall, more than 75 percent of respondents indicated the economic slowdown is adversely affecting them. Only 15% of respondents think the U.S. economy is likely to rebound in the first half of 2009 and more than half of respondents (55%) believe the IPO market will not begin to rebound until at least 2010.

"Approximately 90% of respondents do not believe the IPO market will return until at least the end of 2009 which is not surprising given the extent of the current economic crisis and the shutdown in the IPO market that occurred following the Tech Bubble Burst in 2000," [said Peter Astiz](#), Global Co-Head of the DLA Piper Technology Sector Practice. "One of the interesting consequences of this is that if more of the stronger companies that likely have the best IPO opportunities elect to choose an M&A exit, then the results of the companies that do IPOs, on average, is skewed downward."

While almost two-thirds of respondents indicated that they expect their revenues to decline as a result of the current crisis, only a quarter of respondents expect to reduce their sales and marketing expenses, and even a smaller percentage plan to reduce their research and development expenses.

"This is a clear sign of optimism over their medium- and long-term prospects and seems to indicate a belief that the impact on the technology sector will be more short term in nature and that companies plan to continue to strategically invest in their businesses," [said Astiz](#).

## VCs and Tech Company Executives Differ

But respondents deploying capital (Venture Capitalists) reflected a much different view of the financial crisis than those needing capital (companies themselves), which is understandable given that VCs have a greater focus on exit strategies. Nearly half (47%) of finance and venture capital respondents say the current financial crisis will have a more-adverse impact on the technology industry than the Technology Bubble Burst of 2000. However, 67% of technology company entrepreneurs and leaders disagree. This illustrates a [difference in perception](#) between the two groups.

"Two-thirds of technology executives surveyed told us that the current crisis would not be as severe as the Tech Bubble Burst of 2000. Those responses reflect an opinion that the impact of the current crisis on the technology industry is more residual than the 2000 crash," noted Astiz. "However, of the respondents focused on venture capital, about half said the current crisis would be more severe. We think the difference between the two groups was largely due to the emphasis of Venture Capitalists on exit issues such as M&A and IPOs - which are likely to be more adversely impacted in the near term - than longer term operating results."

A clear opportunity amid these challenges, the survey found, is in green technology, [said Brad Rock](#), partner at DLA Piper.

"There's a convergence going on where technologies from different parts of the economy are finding opportunities and ways to add value in the clean technology space," Rock said. "In real estate, for example, you found that a few years ago people were only focused on cost. But now, there is a drive toward LEED certification and recognition that doing things more efficiently and with a long-term view adds value and is the right way to go."

Among the survey's other key findings:

- \* 85% of respondents think we are in for another year or more of the current economic conditions, signaling a collective view that the present financial challenges are not a short-term phenomenon.
- \* Clean technology is one of the bright areas amid the financial crisis and economic turmoil, with tech leaders believing the sector will get a boost given the continuing economic and political pressure towards greater U.S. energy independence.
- \* With almost 90% of respondents saying the Chinese consumer market is an exploitable opportunity, technology industry executives still believe China represents a significant opportunity as both an end market and a supplier.
- \* Almost half of all respondents (48%) do not have an open source software policy, which experts warn could open them up to legal exposure.
- \* While there continues to be considerable discussion about innovation coming out of emerging markets, 55% of respondents think the U.S. will still lead in producing the next generation of "leap-frog" technologies in the coming decade.
- \* Nearly 60% of respondents think Barack Obama will have a more positive impact on the technology industry than would John McCain.

About DLA Piper



DLA Piper has 3,700 lawyers in 26 countries and 65 offices throughout the U.S., U.K., Continental Europe, Middle East and Asia. It has leading practices in corporate, finance, human resources, litigation, real estate, regulatory and legislative, tax, and technology, media and communications. Former Senate Majority Leader George J. Mitchell is chairman of DLA Piper. In certain jurisdictions, this information may be considered attorney advertising.

###



### **Contact Information**

**Andrew Graham**

Greentarget

<http://www.dlatechlaw.com>

646-385-0189

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## **New PreVisor Benchmark Assessment for Graduates**

*The Global Cognitive Index measures key intellectual abilities needed to succeed in the workforce*

Bracknell, UK (PRWEB) October 20, 2008 -- PreVisor, the global leader in employment assessments and selection solutions that connect hiring decisions to business results, announced the release of the Global Cognitive Index (GCI)-Graduate, a new breed of unproctored cognitive assessment designed to measure verbal, numerical and abstract reasoning in graduate candidates.

Created to address the need of organisations to evaluate the large population of graduate applicants entering today's workforce, the GCI-Graduate provides employers with a standardised instrument for identifying individuals who have the necessary intellectual ability and potential to succeed in the workplace regardless of background or degree.

"We found more organisations requesting a solution to their pre-employment screening that could be administered quickly, easily and cost effectively across industries. The new adaptive format can take less time than other item bank technology tests and provides enough meaningful data to classify new graduates who do not have long work histories to measure performance," explained Jeremy Pemberton-Pigott, Managing Director of PreVisor, UK, Ltd.

The GCI-Graduate is made up of three assessments which measure key intellectual abilities. Each assessment component covers a range of subject matter that is relevant to today's workplace and may be used individually or in any combination:

- Verbal Reasoning - Provides an indication of the way a person will perform when working with complex information such as reports, correspondence, and research findings.
- Numerical Reasoning - Shows how a person will perform when working with numbers, tables, graphs, and other data found in the workplace.
- Abstract Reasoning - Sometimes referred to as logical reasoning or fluid intelligence, gives a picture of an individual's ability to identify patterns and trends, recognise underlying relationships among concepts, and solve problems.

The GCI-Graduate is powered by PreVisor's PreView™ Computer Adaptive Testing (CAT) Technology which is a method for administering tests that adapts to the candidate's ability level. It is one of the most accurate and secure methods of measuring skills and job readiness. Because the PreView technology tailors each test to specific applicant ability levels, applicants receive varying items or item sets, greatly improving security.

Pemberton-Pigott says, "Graduate recruiters have been using the same ability tests in their past graduate campaigns for some years and are concerned about their security. The new GCI provides a scientific and robust choice that will reduce these concerns. PreVisor's online assessment platform has been integrated with nearly 20 of the world's leading recruitment applicant tracking systems (ATS). Switching to PreVisor's tests with better



security is simple and has never been easier."

For more information on the Global Cognitive Index-Graduate, call +44 (0)1344-742-813  
<http://www.previsor.co.uk/>

#### About PreVisor

PreVisor, the leading global provider of on demand pre-employment assessment and talent measurement solutions, helps clients connect employment decisions to business results. Following the rigorous standards of occupational psychology, PreVisor's assessment content accurately predicts on-the-job performance and supports fair hiring practices. PreVisor's solutions help streamline hiring, reduce recruiting and training costs, and improve corporate performance for clients worldwide, including more than 100 of the Fortune 500. [www.previsor.com](http://www.previsor.com)

#### Media Contact UK:

Jeremy Pemberton-Pigott  
Managing Director  
PreVisor UK Ltd • Arlington Square, Downshire Way  
Bracknell Berkshire, RG12 1WA, United Kingdom  
+44 (0)1344-742-813

#### Media Contact USA:

Donna Lehman  
MarketUP  
770-565-7275  
dlehman @ market-up.com

###



**Contact Information**

**DONNA LEHMAN**

PreVisor

<http://www.previsor.com>

770-565-7275

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## Washington Mutual Bondholders Voice Their Grievances On DailyMarkets.com

*Popular financial blog DailyMarkets.com has been seeing not only investors and traders on its website, but also devastated Washington Mutual bondholders sharing their anger and bewilderment over the overnight losses of their Wamu bonds.*

New York (PRWEB) October 20, 2008 -- [DailyMarkets.com](http://DailyMarkets.com), the popular blog for traders and investors seeking financial market news and opinions from the ground, has lately been a go-to site for bondholders of Washington Mutual, US's biggest thrift, to seek out other affected bondholders.

The collapse of [Washington Mutual](http://WashingtonMutual.com) as a result of the ongoing housing and credit crisis left its bondholders on Main Street looking for answers and support on DailyMarkets. Fearing that their bond investments would be wiped out, hundreds of affected bondholders have flocked to the community site, with many sharing their pain and anger, and rallying for a coordinated resolution to the disastrous fiasco which resulted in the possibility of a substantial wipeout of their retirement funds.

"At DailyMarkets, our slogan is 'Your views make news' and we aim to provide a prominent platform for people involved in the financial markets to share with the community what's really going on in the markets. In this case, DailyMarkets has helped bring the grievances of many of those affected by the Wamu collapse to the spotlight," said Grace Cheng, founder of [www.DailyMarkets.com](http://www.DailyMarkets.com).

Most of the bond holders are looking to join a class action lawsuit to recover as much as they can, but so far, there isn't a lawyer taking up their case. Many are ordinary people who have worked hard all their lives and now see their retirement plans in jeopardy. "I had been led to believe AAA rated bonds were a safe investment," said Pat Rowell on DailyMarkets. Several said they have over \$100,000 invested in Wamu bonds, and many have five figure sums invested.

"The goal of DailyMarkets is to provide a loudspeaker for Main Street investors and traders involved in the financial markets. The mainstream media tends to neglect their voices and mainly concentrate on what Wall Streeters have to say. We are here to fill that gap," said Grace. Today, hundreds of thousands of visitors read DailyMarkets each month to see what [top market bloggers](#) and expert commentators have to say on stocks, forex, ETFs, commodities and the economy.

### About DailyMarkets

DailyMarkets.com (formerly GraceCheng.com) is a leading New York-based [financial blog](#) that covers news, opinions and analysis of stocks, ETFs, forex, economy, commodities and options by the best market bloggers, traders, investors and economists. The mission of DailyMarkets is to democratize market information. By increasing transparency and encouraging frank discussions, new perspectives are formed from the ground up. Only opinion pieces that meet quality standards are accepted, and they are edited for clarity and consistency.



DailyMarkets also offers exclusive content such as a regular [forex market roundup](#) and weekly market videos. It is widely read by banking and hedge fund executives, individual investors, traders, and financial journalists.

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### **Contact Information**

**Tom Miller**

Grace Cheng Media Inc.

<http://www.dailymarkets.com/>

+1 6467559754

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## **Patented Process that has the Ability to Solve the Global Financial Crisis**

*On October 9, 2008, Global Stage Systems filed for patent protection for a process that has the potential to forever prevent mortgage fraud in all its forms as well as prevent a future financial crisis that the world is currently experiencing.*

(PRWEB) October 20, 2008 -- Mortgage Fraud is at the root of the current financial crisis. Global Stage Systems has filed for patent protection on a system that will ultimately restore the confidence in mortgage backed securities to a viable business. These proprietary processes eliminate the major frauds seen in today's real estate market place. Some of the types of fraud include Straw buying, Identity Theft, Seller kickbacks, Multiple home purchases within a month, Over inflated pricing, False Appraisals, Predatory Lending, Disclosure Violations, Overstated or false income and assets. A major violation is borrowers being told one thing and yet the paperwork says otherwise especially about Adjustments, Interest rates and closing statements. Investigating and prosecuting these types of crimes are very time consuming, expensive and difficult since they are very complex. Currently there is no solution that prevents the crime from happening instead all solutions are geared towards after the fact which is not acceptable from an investment standpoint. The fact that banks are allowing borrowers to renegotiate the loans from investors through short sale or loan modification gives no point in the investment thereby the confidence is lost in the system and the investment prospect becomes pointless.

Global Stage Systems proposes change to policy and procedure on the way loans are approved and declined. Throwing money on a flawed system will ultimately serve to fuel the fire unless change in the system is introduced and implemented. Global Stage Systems has challenged the best in mortgage to see around our system with no success. The end result is a system that is both very profitable while creating a real estate market that is honest. The system allows investors to see the actual financial picture of a potential borrower and make a judgment upon real information. The system presents a way to make lending more available to everyone and to reset property values to a value that works within that economic area. The filed patent forces sellers, mortgage brokers, lenders and the borrower(s) to comply with the guidelines and rules of real estate. The proposed system rinses the Real Estate system from dishonest Real Estate Agents, Loan Officers, Mortgage Brokers, Account Executives, Bank Underwriters and more. Since the system serves to reveal true transparency, the guidelines set forth by lending institutions may change or certain risk may need to be disclosed. The borrower ultimately changes or omits certain information to meet these guidelines which is a crime for property. However in most cases the Mortgage Broker's Loan Officer understands these guidelines well and may change information to get the loan passed without the borrower ever knowing. Although the process may keep some people from buying the home of their dreams, it is more gauged towards the people who are in it for profit or crimes for profit schemes.

Global Stage Systems hopes to pilot the program as early as 1st quarter of 2009. Participants may include the Department of Real Estate, FBI, Local and State Officials and other Government Agencies. One of the biggest questions will be whether this program will be run by the Private Sector or Government. Global Stage Systems believes that a rethinking of the bailout plan is necessary when factoring our patented process into the financial system.

Global Stage Systems develops advanced processes and technologies that address real-world issues facing the world today.



<http://www.globalstagesystems.com>

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**Contact Information**

**Public Relations**

Global Stage Systems, LLC

<http://www.globalstagesystems.com>

8775711823

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## **AAPT Keeps It Simple With 3-In-1 Phone, Broadband & Mobile**

*After a 12-month mass marketing hiatus, Australia's third-largest telco, AAPT, this week kicked off a major national integrated acquisition campaign, introducing its new "3-in-1" home phone, broadband internet & mobile phone offer.*

Sydney (PRWEB) October 20, 2008 -- After a 12-month mass marketing hiatus, Australia's third-largest telco, AAPT, this week kicked off a major national integrated acquisition campaign, introducing its new "3-in-1" [home phone](#), [broadband internet](#) & [mobile phone](#) offer.

The new brand direction, devised by agency Leo Burnett, is a mixture of press, radio, direct mail, online and TV in the Brisbane, Gold Coast, Sydney and Melbourne markets, supported by a national media relations campaign executed by AAPT's consultancy, Verve Communications.

"With a fundamentally different value proposition and a shift in strategy, AAPT is moving away from its previous 'cheap and cheerful' positioning," says AAPT's Head of Corporate Communications, Tahn Shannon.

"There's white space in the telco market and we intend to claim it: consumers want ease, convenience and simplicity in managing their telecommunications services.

"During the past 12 months, AAPT has undergone a significant internal brand repositioning process, following its merger with PowerTel in 2007 and subsequent change in strategic direction, and appointment of a new leadership team.

"We're now 'operationalising' our new brand philosophy and driving cultural change in line with its values," Ms Shannon said.

As part of the re-positioning strategy, AAPT spent significant time researching existing and prospective customer segments across all of its markets.

"As a result of that research, we listened to our customers. The new consumer branding marks a shift to a simplified and value-for-money product set which appeals to our target customer segments.

"Our research confirmed Australians were looking for a telco they could trust - consumers don't want to hear about 'free' add-ons or 'discounts'.

"They told us they wanted quality products, great customer service and control over the way they engage with us as their provider. They also wanted to interact online where possible and to know how much they're paying each month with the peace of mind that they won't be slapped with 'extra charges'," Ms Shannon explained.

AAPT's new [Home phone, Broadband internet & Mobile phone](#) 3-in-1 campaign launched on Sunday October 19.



#### About AAPT

[AAPT](#) is one of Australia's three largest telecommunications companies and is part of the Telecom New Zealand Group. Since 1991, we've used a combination of quality and competitive pricing to secure Australians great deals for [phone, internet and mobile](#) services - at home and at work.

#### Press Release Contact Details:

Jenny Henderson

AAPT Communications Manager

Telephone: +61 2 9009 1297

Email: [jenny.henderson @ aapt.com.au](mailto:jenny.henderson@aatp.com.au)

###



### **Contact Information**

**Jenny Henderson**

AAPT

<http://www.aapt.com.au/>

61 2 9009 1297

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You can read the online version of this press release [here](#).



## **Premium Spirit Announces Record Sales And National Presence Following Launch At Luxury Resort**

*The most recent example includes the hosting of an exclusive premier for their award-winning spirit and signature drink at Windows on the Green, the renowned restaurant located at the AAA Five Diamond Phoenician resort in Scottsdale. With more than 125 distinguished guests in attendance, CRUZ Tequila also reported a staggering 286 percent sales increase for the summer, a successful precursor to the introduction of their premium spirit to a national audience on November 24, 2008.*

Scottsdale, AZ (PRWEB) October 20, 2008 -- With the introduction of fall, CRUZ del Sol Tequila (CRUZ Tequila) celebrates new beginnings. The most recent example includes the hosting of an exclusive premier for their award-winning spirit and signature drink at Windows on the Green, the renowned restaurant located at the AAA Five Diamond Phoenician resort in Scottsdale. With more than 125 distinguished guests in attendance, CRUZ Tequila also reported a staggering 286 percent sales increase for the summer, a successful precursor to the introduction of their premium spirit to a national audience on November 24, 2008.

"The Phoenician and Windows on the Green -- which will soon house one of the country's largest premium tequila programs -- reflects the standards of excellence on which our signature tequila brand is built," states Joseph Pep Katcher, President of CRUZ Tequila.

Todd A. DeSilva, Director of Beverage at The Phoenician, remarks: "The philosophy behind our luxury collection of spirits is to provide the finest international offerings, creating an authentic cocktail culture that enhances the guest experience. CRUZ Tequila has been hand-selected as part of this resort-wide program. A versatile spirit, it is served both cognac-style, and in our signature CRUZ Paloma cocktail."

According to Shawn Long, Vice President of Sales for Republic National Distributing Company's Arizona Market, "CRUZ has delivered the best results of any Tequila we have introduced during my tenure with Republic. Sales from July over June showed a 286 percent growth rate. And that trend has continued as we enter the fall season, which is phenomenal."

"As leaders we learned quickly that building successful businesses can present a surprise or two," adds Todd Nelson, Vice President of CRUZ Tequila. "On the heels of this celebration and record-setting product growth, our entire CRUZ family is happy to respond to this good fortune by accelerating the national launch schedule which will take place as we kick off the 2008 winter holiday season."

### About The Phoenician

Located at the base of Camelback Mountain, the 250-acre Phoenician resort offers two exquisite experiences -- a 583-room AAA Five Diamond luxury hotel and an exclusive Five Diamond boutique hotel, The Canyon Suites -- at one magnificent destination. The resort features elegant, newly renovated accommodations, distinctive and tantalizing cuisine across a variety of restaurants, 27 holes of championship golf, 12 lighted tennis courts, The



Centre for Well-Being spa complex, the Explorers program with activities for all ages and interests, numerous boutique shops and a \$25 million art collection. In addition to these offerings, the stylish 60-room Canyon Suites provides more intimate surroundings and enhanced services, creating an atmosphere of uncompromising splendor. Both The Phoenician and The Canyon Suites are owned and operated by Starwood Hotels & Resorts Worldwide, Inc., as part of The Luxury Collection.

For additional information please visit [www.thephoenician.com](http://www.thephoenician.com).

#### About Republic National Distributing Company

Republic National Distributing Company (RNDC) is the second largest distributor of premium wine and spirits in the U.S., with operations in Arizona, Alabama, Colorado, District of Columbia, Florida, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, North Dakota, Ohio, Oklahoma, South Carolina, South Dakota, Texas, Virginia, and West Virginia. RNDC employs over 4,000 individuals nationwide.

If you would like to learn more about Republic National Distributing Company and their successful approach to business, please visit their website at: [www.rndc-usa.com](http://www.rndc-usa.com)

#### About CRUZ Tequila

CRUZ del Sol Tequila is the award-winning, flagship brand of Los Diablos International which is headquartered in Scottsdale Arizona. The recognized principals of the company have a combined 50 years of global business experience that is focused on redefining the premium tequila market. As part of their commitment to give back to their community, CRUZ was proud to be a part of the Emerging Business Program for the 2008 Arizona Super Bowl XLII host committee and sponsored by Salt River Project. Most recently, the company has been featured in BizAZ, Business Gazette, Jeunes Restaurateurs d'Europe, Phoenix Business Journal, The Republic newspapers, Scottsdale Magazine, State Press, and Wine & Spirits Daily along with other leading industry publications. In addition, CRUZ also takes an active role in contributing to quality non-profit organizations. Globally, the company proudly donates seven percent of its profits to various national and international charities and strongly supports sustainability by using only eco-friendly recycled materials in its product packaging.

To learn more about CRUZ Tequila, their national launch, and quest to redefine the premium tequila market with their innovative spirit, please visit their website at: [www.cruztequila.com](http://www.cruztequila.com)

#### CONTACT INFORMATION:

Todd Nelson, Vice President

CRUZ Tequila

V: 480.458.7487

Website: [www.cruztequila.com](http://www.cruztequila.com)

Kelly A. Isley, Partner

Corcoran Associates

Business Advisors & Public Relations

V: 480.814.7471

F: 480.998.9088



Website: [www.corcoranassoc.biz](http://www.corcoranassoc.biz)

###



### **Contact Information**

**Todd Nelson**

CRUZ Tequila

<http://www.cruztequila.com>

480-458-7487

### **Online Web 2.0 Version**

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## **ICEsoft Collaborates With ILOG To Enhance AJAX Web Application Development Brings JViews Integration to ICEfaces**

*ICEsoft Technologies Inc., the leading provider of standards-compliant AJAX-based solutions, today announced a technical integration with ILOG®. The joint efforts will enable developers to use ILOG's Java-based visualization technology JViews within ICEfaces® to rapidly build sophisticated enterprise-level Ajax Applications with displays that are graphically-rich, reactive and collaborative.*

San Jose, CA (PRWEB) October 20, 2008 -- ICEsoft Technologies Inc., the leading provider of standards-compliant AJAX-based solutions, today announced a technical integration with ILOG®. The joint efforts will enable developers to use ILOG's Java-based visualization technology JViews within ICEfaces® to rapidly build sophisticated enterprise-level Ajax Applications with displays that are graphically-rich, reactive and collaborative.

"ILOG and ICEfaces offer complementary products that, when used together, can provide exponential value to users," said Robert Lepack, vice president of marketing, ICEsoft Technologies. "There is real innovation here, in that ILOG's visualization components can inherit the Ajax push capabilities of ICEfaces to allow them to provide even more dynamic, real-time visualization to end users."

Ajax is a popular choice in developing web applications because it is available on all browsers and does not require any special third party plug-in installation. But developers working with this technology often must blend several tools, libraries and technologies together. To do this effectively, they rely on Ajax integration platforms, such as ICEsoft's ICEfaces, which ensures all of the component parts of the displays work well together. Until now, creating an Ajax application that included very graphical displays (such as diagrams or maps) that update in real-time was very difficult. The integration of ILOG JViews with ICEfaces now enables developers to more easily create interfaces that are far easier to code and maintain and, at the same time, far more powerful and intuitive than ever before.

By also supporting the Ajax push technology (a.k.a. Comet) offered by ICEfaces, ILOG JViews' web displays can update automatically in real-time when the underlying data values change and reflect edits or updates from peers. Developers can now rely on proven components to create leading Ajax web applications.

Most recently, GoldenGate Software Inc., a leader in real-time Transactional Data Management (TDM) solutions, leveraged the benefits of the advanced ILOG visualization components in conjunction with ICEfaces Ajax push capabilities. "We wanted to provide our customers with a rich graphical monitoring solution for improved overall management of their real-time data integration activities, as well as monitoring highly available mission critical environments. After significant research, we found that ILOG and ICEfaces provided us the best way to build interactive visualization", said Dilip Karki, development manager, Java Products, GoldenGate Software, Inc. "With these capabilities, we are building a leading-edge product and solution which enables our customers to access real-time information across the enterprise."

Availability of Products:



The new JViews product suite is available immediately in Beta at <http://labs.ilog.fr/JViews/>. ICEfaces 1.7.2 is now available for download at <http://www.icefaces.org/main/downloads/>. For more information on ILOG products, please visit [www.ilog.com/products/visualization](http://www.ilog.com/products/visualization). For more information on ICEfaces, please visit <http://www.icefaces.org/main/product/>.

About ICEsoft Technologies and ICEfaces:

ICESoft Technologies, Inc., is the leading provider of standards-compliant, Ajax-based solutions for developing and deploying Java EE, rich Internet applications. The company's portfolio of enterprise level Java products includes ICEfaces, an Ajax application framework that enables Java EE application developers to easily create and deploy thin-client rich web applications in pure Java. Visit <http://www.icefaces.org> or <http://www.icesoft.com>.

.ILOG and ILOG JViews are registered trademarks of ILOG S.A. and ILOG, Inc. All other company and product names are trademarks of their respective owners.

ICESoft and ICEfaces are registered trademarks or trade names of ICEsoft Technologies, Inc. All other company and product names may be the subject of intellectual property rights reserved by third parties.

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### **Contact Information**

**Feras Nasser**

ICESoft Technologies, Inc

<http://www.icefaces.org>

403-663-3322

### **Online Web 2.0 Version**

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## LG Electronics Third Quarter 2008 Earnings Results

*LG Electronics(LG), a leader in consumer electronics and mobile communications, announced unaudited consolidated earnings results of the three month period ended September 30, 2008*

Seoul, Korea (PRWEB) October 20, 2008 -- [LG Electronics](#)(LG), a leader in consumer electronics and mobile communications, announced unaudited consolidated earnings results of the three month period ended September 30, 2008. Amount in Korean Won (KRW) are translated into US dollars (USD) at the average rate of three month period in each quarter, which was KRW 1,063 per USD (2008 3Q, QoQ), KRW 1,016 per USD (2008 2Q), KRW 928 per USD (2007 3Q, YoY).

### Sales and Profit

Company posted higher-than-expected increase in sales and operating profit in the third quarter both on global and parent basis.

Sales and operating profit on a global basis jumped 21.2% to KRW 12.01 trillion (USD 11.30 billion) and 58% to KRW 571 billion (USD 537 million), which makes the profit margin at 4.8%, 1.2%P higher than a year earlier.

On a parent basis, the increase is even higher; sales is grown 21.0% to KRW 6.887 trillion (USD 6.479 billion) and operating profit booked KRW 338 billion (USD 318 million), 265% of year-on-year. Profit margin was 4.9%, which is 3.3%P higher than the previous year.

However, the company posted net profit of KRW 25 billion (USD 24 million), which is KRW 314 billion lower than a year earlier, due to translation loss of foreign denominated debt and liabilities and decrease in equity method gain of KRW 125 billion from earnings of its subsidiaries in overseas and investment in LG Display (NYSE: LPL, KRX: 034220).

Business performances on a global basis by division are as follows;

Mobile Communications Company posted sales of KRW 3.815 trillion (USD 3.589 billion), 29.9% up from the second quarter 2008. From handset business, the sales reached KRW 3.514 trillion (USD 3.306 billion), 40.8% up from a year earlier. Shipment of handsets recorded 23.0 million, 5% growth YoY but declined 17% from the second-quarter, due to slow sales in India and emerging markets. However, operating profit margin in handset division remained at double digit at 11.5% due to growth in high-end models such as "[Secret](#)", "Viewty" and variety of QWERTY messaging phones in the U.S.

Shipment in the fourth-quarter expected to grow and achieve 100 million units annual goal, and double digit profitability is expected to be sustained. "[Renoir](#)", 8-mega pixel camera phone, and the second version of the "PRADA phone by LG" and "Cookie", a mid-tier full-touch phone will be unveiled in the coming quarter.

Digital Appliance Company sales increased 15.4% to KRW 3.215 trillion (USD 3.024 billion) on year thanks to steady demands in air conditioners and washing machines in emerging markets despite slowness from economic recession. Operating margin resulted in 4.2%, declined from 5.4% on year due to rise in price of raw materials.

Digital Display Company sales jumped 21.5% to KRW 3.852 trillion (USD 3.624 billion) powered by rise in sales of flat TVs; [LCD TV](#) 's 55% and [Plasma TV](#) 's 10% from a year earlier (revenue base). PDP module sales decreased 7%. Following profitability turnaround in the first quarter, operating profit in the third quarter successfully remained profitable at KRW 16 billion (USD 15 million). Sales from Digital Media Company increased 6.6% on year to KRW 1.104 trillion (USD 1.039 billion) due to steady increase in all products; mainly from set-top-box and security in U.S. market, and BD players and built-in car business. Operating profit and margin increased to KRW 37 billion (USD 35 million) and 3.3% by strong effort for cost innovation, especially turnaround of car-business.

About LG Electronics, Inc.

LG Electronics, Inc. (KSE: 066570.KS) is a global leader and technology innovator in consumer electronics, home appliances and mobile communications, employing more than 82,000 people working in 114 operations including 82 subsidiaries around the world. With 2007 global sales of USD 44 billion, LG is comprised of four business units - Mobile Communications, Digital Appliance, Digital Display and Digital Media. LG is the world's leading producer of mobile handsets, flat panel TVs, air conditioners, front-loading washing machines, optical storage products, DVD players and home theater systems. For more information, please visit [www.lge.com](http://www.lge.com) .

Earnings Conference and Conference Call

LG Electronics will hold a Korean language earnings conference on October 20, 2008, at 4:00 p.m. Korea Standard Time at the LG Twin Tower Auditorium (East Tower, B1) in 20 Yoido-dong, Yeongdeungpo-gu, Seoul, Korea. An English language conference call will follow on October 21, 2008, at 09:00 a.m. Korea Standard Time, 1:00 a.m. British Summer Time and October 20, 8:00 p.m. Eastern Daylight Time. The call-in number is +82-2-6677-3355 and the pass code is 5577. Corresponding slides will be available at the Investor Relations section of the LG Electronics web site: <http://www.lge.com/ir/archive/main.jhtml>.

For those who are unable to participate in the call, a replay will be available for 30 days after the call. The call-in number is +82-2-6677-3358 and the pass code is 200867.

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### **Contact Information**

**Judy Pae**

LG Electronics, Inc

<http://www.lge.com/press>

82-2-3777-7144

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## Safestyle UK Adds Weight To National Energy Saving Week

[Safestyle UK](#), the country's leading energy-saving replacement window and door specialists, have added their support to this year's National Energy Efficiency Week campaign.

(PRWEB) October 20, 2008 -- [Safestyle UK](#), the country's leading energy-saving replacement window and door specialists, have added their support to this year's National Energy Efficiency Week campaign.

With affordable [energy efficient double glazing](#), endorsed by the Energy Saving Trust, Safestyle UK is continuing its ongoing efforts to help drive down the nation's energy bills. The forward-thinking Bradford-based company, renowned for its celebrity-led, award-winning advertising campaigns including the famous catch phrase "BOGOF" (Buy One Get One Free), has focused its efforts to help highlight how households can conserve energy and save money - vital in today's current economic climate.

Safestyle UK's products can save a household at least 50% of heat loss through windows, saving energy and more importantly reducing household energy bills. Safestyle's backing of this campaign, which will run on sixteen radio stations targeting audiences mainly in Yorkshire, the South, South East and Midlands, highlights even more tips for listeners to consider and adopt under the initials H.O.W. - Home, Office and World advice.

Home advice lines include tips on baths instead of showers, turning central heating down and installing cavity wall insulation, while office workers are recommended to turn off lights and computer monitors when away from their desks and even fix dripping taps. The message to the world advises people to save energy and reduce their carbon footprint.

This year's [Energy Saving Week](#) takes place from 20th to 26th October 2008 and challenges households throughout the UK to conserve and save energy wherever possible.

John Ross, Chief Executive of Safestyle UK, explained: "In these very difficult times when finances are uppermost in everyone's minds, it is essential we make every effort to highlight how individuals and companies can reduce their carbon footprint, save energy usage and save money by making some very simple lifestyle changes."

He added: "As a company with our range of energy efficient products, we are trying to do all we can to encourage everyone to do their bit and, if they follow our advice they will benefit financially through reducing their household bills, which is certainly an added bonus in these cash-strapped days."

About Safestyle UK:

Safestyle is the UK's largest independent manufacturer and supplier of PVCu windows and doors. Since its inception in 1992 the Group has continued to expand in tune with customer needs and now has more than 40 branches across the country from the South West to the North East serviced by an in-house transport fleet. The



Group incorporates two specialist companies catering for manufacture and retail.

The Safestyle retail arm is synonymous with quality and affordability, and installs over £2m worth of domestic windows and door frames every week on the back of top celebrity-fronted television and radio advertisement campaigns.

The company also has a manufacturing arm with a state-of-the-art factory at Wombwell, near Barnsley in South Yorkshire. It produces more than 5,500 quality assured frames, 13,500 double glazed sealed units per week, and is the area's largest single employer. You can visit Safestyle at [www.safestyle.co.uk](http://www.safestyle.co.uk).

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**Contact Information**

**Safestyle Marketing**

Safestyle UK

<http://www.safestyle-windows.co.uk>

01274 842842

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You can read the online version of this press release [here](#).

**News Image**



## **PCMS Consulting Seizes Opportunities in Current Market**

*Positions real estate and franchise industry consulting clients to benefit in spite of market turbulence.*

Atlanta, GA (PRWEB) October 20, 2008 -- PCMS Consulting, a full service real estate and franchise industry consulting firm started by industry veteran Jose Perez, today announced several initiatives designed to help position their clients to benefit in spite of the current market turbulence. Perez, speaking recently at the RIS Media Leadership Conference told the audience, "As scary as things may seem right now, the reality is, those of you who are smart, saved up for a 'rainy day', and are willing to aggressively pursue opportunities, will come out of this in a much stronger position than you went in."

Steve Cooper, who recently retained PCMS to help him grow the Intero Real Estate Services master franchise territory he acquired for a large portion of Southern California, said, "With over 175 years of experience, the PCMS team has seen market downturns before and has the confidence and maturity to objectively advise its clients, large or small, to stay focused and stay positive. It will be nice to have someone show me how to make money off the 'top line' in addition to the 'bottom line'!"

Wanting to practice what they preach, PCMS has challenged its consultants and clients to find the "silver lining" that currently exists in at least three areas:

**Market Consolidation** -- An October 1st news analysis by Inman News confirms the fact that the opportunity to consolidate market share is tremendous. George Slusser, PCMS' merger and acquisition (M & A) expert, who was quoted in the article, advises his clients to take a cue from the large players and be the consolidators in their markets. "If someone did not save up for this downturn and they are now potentially entering a third or fourth year of backward momentum, you can provide an 'out' they might not have thought they had by just rolling their operation into yours for little or no money upfront. Willing buyers and sellers can find all sorts of creative ways to structure deals in this environment."

**Leverage Internet Marketing** -- Sensing the need to help clients find opportunities in this area, PCMS recently brought internet marketing expert, Randi Thornton, on board to continue improvements to its own website and to add internet marketing consulting to their list of services. As the founder of Silver Door Real Estate, an interactive marketplace for Lake Minnetonka, Minnesota real estate listings, Randi obtained # 7/ first page Google ranking for the highly desired search term, "Lake Minnetonka homes", within five months of its launch. "Now, more than ever, the need to differentiate yourself online and get maximum optimization of your site as the industry transforms to a younger, more mobile consumer and agent is critical. Brokers are talking about making these changes, but, unfortunately, most are not," says Randi, a 25-year industry veteran.

**International Buyers** -- Due to falling real estate values in addition to the dollar's weakness against the euro, European buyers are very eager to invest in the U.S. real estate market. Most American real estate brokers and agents are not prepared to deal with European and other foreign buyers. Julia Riquelme, of Coldwell Banker Continental in Miami, FL, deals with this issue every day and is impressed with PCMS' vision to offer real estate consulting help to U.S. real estate companies who might not have her experience in dealing in this market, "I have



been dealing with foreign buyers coming to Miami for 25 years. However, for other brokers, here in Florida and around the country, who have not dealt with a foreign buyer, it is very important to understand how they think and what they are looking for." PCMS' International Development Consultant, Alfonso Gordon, was former Chief Operating Office of ERA Spain and came on board in August to help PCMS expand overseas. As a result of market conditions in the U.S., he has also been sought out to offer insight to PCMS clients who see this as an opportunity to increase market share where others might not be looking.

Robert Moles, ex-Cendant Real Estate Franchise Group President and current Chairman of PCMS client, Intero Real Estate Services, Inc., has been an ardent supporter of PCMS and their leadership role in the dramatically changing real estate industry. "We retained PCMS to help with our national master franchise expansion because we felt they were best positioned to represent our innovative, technology-oriented, company to like-minded companies and individuals around the country. In addition, due to the very experienced team they have put together, they see opportunities where others are running for cover much the same way we have approached the growth of our organization since it was founded in 2002."

#### About PCMS Consulting

PCMS is a full service consulting organization specializing in business profitability, recruiting, merger and acquisition, internet marketing, franchising, and international development issues. The team has over 175 years of combined experience and its vision is to become the "one-stop shop" for consulting services in both the real estate and franchising industries. For more information, visit <http://www.pcmsconsulting.com>.

###



### **Contact Information**

**Jose Perez**

PCMS Consulting, Inc.

<http://www.pcmsconsulting.com>

404-272-4646

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## Free Advice On Your Debt Problems From an Expert

*Financial professionals offer FREE 30 minute phone session to people having trouble paying off their credit card bills.*

Phoenix, AZ (PRWEB) October 20, 2008 -- For a limited time, the experienced consultants at RAM Financial Services are offering FREE 30 minute financial coaching consultations over the phone. These advisors can help clients determine their very best plan of action and help them attack debt fast.

"Most people that are in debt are never informed of all the resources that are out there to get them back on track. We know and understand all of these programs, and we pride ourselves in helping each client individually get debt free," says Travis Collins, one of the Managing Partners at RAM Financial Services. "Many of our clients have been victims of misleading ads by companies claiming that they can reduce their debt by 50% or more. We inform people of all of their options and help them make an informed decision on the best plan of action for their unique situation."

RAM Financial Services is a financial consulting firm for those people who need it most. They advise clients on how to navigate through difficult financial situations. They have coached thousands of clients on how to avoid bankruptcy, pay off debts, qualify for insurance, secure loans, and save more money.

For those hundreds of thousands of people that are concerned about their financial situation, now is the time to call RAM Financial Services. The 30 minute coaching session is free for a limited time only. And ask about their Debt to Prosperity™ program that is one of the best systems in the entire country for getting rid of your debt fast.

Callers can reach a friendly consultant at RAM Financial Services by calling their toll free number at 866-RAM-2122. You can also check out their website at [www.CalltheRam.com](http://www.CalltheRam.com).

RAM Financial Services

"When You're in a Jam ... Call the RAM"

###



### **Contact Information**

**Travis Collins**

RAM Financial Services

<http://www.calltheram.com>

866-726-2122

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## Decision Intelligence Delivers Marketing Contact Optimization Solutions

*Exclusive interview featuring Decision Intelligence's Matt Redlon.*

Denver, CO (PRWEB) October 20, 2008 -- Matt Redlon, Chief Technology Officer and Cofounder of Decision Intelligence, recently participated in an exclusive interview with Mary Jo Nott and the BeyeNETWORK ([www.BeyeNETWORK.com](http://www.BeyeNETWORK.com)). In this interview, Redlon explains how Decision Intelligence delivers marketing contact optimization solutions with a state-of-the-art approach to customer data that solves challenging business problems.

"Armed with our own unique analytic platform, Decision Intelligence delivers significant, measurable value through a greater return on marketing investments," says Matt Redlon, Chief Technology Officer and Cofounder of Decision Intelligence. "clario is a new workflow driven-visual environment that provides multichannel optimization for retailers."

"The design philosophy behind clario came from a view of the future with a lack of skilled practitioners able to deliver predictive analytics," says Mary Jo Nott, Executive Editor of the BeyeNETWORK. "Limiting the amount of coding in visual workflow environment moves this out of the realm of the power user and into that of a business person."

To listen to the interview, please [click here](#).

The BeyeNETWORK Spotlights are intuitive dialogues with innovative solution providers, and these spotlights provide a cutting-edge introduction to the new products and services of interest to the business intelligence community. The Network publishes six newsletters serving more than 115,000 readers across a wide variety of industries, making it the largest newsletter-based information source for business intelligence, performance management, data warehousing, data integration and data quality.

About Decision Intelligence, Inc.:

[Decision Intelligence](#) is a marketing analytics firm, specializing in increasing your profits via improved advertising productivity. With proprietary analytic tools, we deliver the most advanced marketing contact optimization solutions. We apply a state-of-the-art approach to customer data that solves challenging business problems, such as what is an optimal contact strategy for each customer. Armed with our own unique analytic platform, we deliver significant, measurable value through a greater return on your marketing investments. Our success record is unmatched.

About BeyeNETWORK™:

The Network's flagship site [BeyeNETWORK.com](http://BeyeNETWORK.com) leads the industry with up-to-the-minute news, newsletters, articles, executive spotlights, podcasts, expert-hosted channels and blogs. Experts include Claudia Imhoff, Bill Inmon, Craig Schiff, Colin White, David Loshin, and others. [BeyeRESEARCH.com](http://BeyeRESEARCH.com) provides research and case studies from leading authors and experts in business intelligence. [BeyeBLOGS.com](http://BeyeBLOGS.com) is a business



intelligence-specific community blogging site that provides an open forum about industry issues and challenges. [BeyeSEARCH.com](http://BeyeSEARCH.com) offers the first and only editor-driven directory and search engine specially built to serve this industry.

This press release is based upon information provided by the Company. The BeyeNETWORK does not independently verify statements made and has no obligation to update these statements after the date of release.

Contact:

BeyeNETWORK

Katie Rostermundt

[krostermundt @ b-eye-network.com](mailto:krostermundt@b-eye-network.com)

1-262-780-0202

Contact:

Decision Intelligence, Inc.

Bill Flach

[Bill.flach @ dii-online.com](mailto:Bill.flach@dii-online.com)

1-952-653-0955

###



### Contact Information

**Katie Rostermundt**

BeyeNETWORK

<http://www.b-eye-network.com/home/index.php>

+1-262-780-0202

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## **Corsicana Technologies and Viachem Team for North American Specialty Chemical Sales and Distribution**

*Economic factors are causing many businesses to rethink the way they do business. Improving sales performance through outsourcing is proving to be a smart strategy for specialty chemical producers in North America, who turn to a handful of innovative companies focused on this niche. Viachem Ltd of Dallas is the leader in this area, attracting specialty chemical producers with their sophisticated research and market development strategies that reach into untapped markets economically and effectively.*

Dallas, TX (PRWEB), October 20, 2008 -- [Viachem, Ltd.](#) has been recognized within the specialty chemicals industry for its innovative channel-to-market strategies by partnering with a growing list of specialty chemical producers and handling their sales and distribution. <http://corsicanatech> [Corsicana Technologies, a diversified specialty chemical manufacturer with more than 35 years of history in chemical production, is the latest producer to sign on with Viachem for their United States chemical sales and distribution.

"Viachem offers a compelling opportunity to assist with increasing the sales of our specialty chemicals. They understand our markets and already have relationships with many of our customers and potential customers. We were impressed by their immersion in our industry, as well as their sophisticated approach to managing the customer service and distribution points of a sale," said Steve Corbett, Director - Amines, for Corsicana Technologies.

Corsicana Technologies, which is based in Corsicana, Texas, manufactures specialty chemicals that are sold throughout North America and used as raw materials in making a variety of products in the energy, construction, mining, lubrication, personal care, textiles, and paints and coatings markets.

The company has an expertise in alkyl nitrogen based chemistry, specifically, fatty amines and their derivatives.

"Corsicana has entrusted us with the growth of their sales in a number of key industries. Their list of products is broad and includes many unique specialty intermediates and chemicals that customers and suppliers we are already working with can use. It's a great synergy in that we're already deeply entrenched in their marketplace and can represent their unique offerings," said Kyle Einhorn, Vice President of Business Development for Viachem.

"The model that Viachem works with gives them the ability to move quickly with customers who are already familiar with their services and are comfortable with their reliability, yet who may be unaware of the products available through Corsicana that can benefit their production processes. Viachem has both market knowledge and technical expertise to find new customers and grow existing customer accounts," Corbett said.

"With our new relationship with Corsicana, we have effectively closed the loop for their products within our sphere of influence, providing a convenient and efficient channel for introducing them to new customers who are already familiar with working with Viachem," Einhorn says.



The specialty chemical industry has benefited in recent years from companies like Viachem, which has led the way in creating an alternative channel of distribution that is more efficient and cost-effective for producers than the typical sales model.

"The value Viachem can provide is to allow us to outsource the labor intensive sales development effort and gain greater efficiencies in distribution and sales," Corbett said. "We're excited about the potential for our products and are looking forward to realizing great results with Viachem," he added.

For more information on Viachem, visit [www.viacheminc.com](http://www.viacheminc.com)

About Viachem, Ltd.

Viachem is headquartered in Plano, Texas, and serves customers nationwide using a sophisticated marketing and sales model that helps manufacturers increase their customer base. Viachem's services to chemical purchasers include third party verification and quality control, as well as formulation assistance and competitive pricing for specialty chemicals used in a wide range of industries. [www.viacheminc.com](http://www.viacheminc.com)

About Corsicana Technologies

Corsicana Technologies is a technology based, market driven company committed to providing customers throughout the world with specialty products that focus on performance, value and quality. The company's expertise in alkyl nitrogen based chemistry, specifically, fatty amines and their derivatives, has made it an international supplier of choice for companies around the world. [www.corsicanatech.com](http://www.corsicanatech.com)

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### **Contact Information**

**Connie Holubar**

Viachem LTD

<http://www.viacheminc.com>

903 880 8217

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## **BeyeNETWORK Announces the Recipients of 2008 Vision Award for Business Impact**

*Nine winning implementations are chosen from more than 50 submissions in the categories of business intelligence, advanced business intelligence, performance management, data integration and data management.*

Boulder, CO (PRWEB) October 20, 2008 -- The BeyeNETWORK ([www.BeyeNETWORK.com](http://www.BeyeNETWORK.com)) is pleased to announce the winners of our first annual Vision Award for Business Impact. In keeping with our mission to provide a global vision for business intelligence (BI) and beyond, this award recognizes the efforts of companies that have successfully used BI software and technology to positively impact their organizations.

More than 50 entries were received in five categories, providing real-world testimony to the impact that software solutions can have on an organization.

The winning submissions covered a range of industries from healthcare to law enforcement to direct marketing. All showed how important effective applications of business intelligence and analytics are to a company's bottom line and how good strategic decision making can even improve morale and productivity for a happier workforce. The following solutions were chosen as the best in their categories at creating measurable business impact. The 2008 Vision Award for Business Impact winners are:

### Business Intelligence

Sabre Holdings with Teradata Corporation

### Advanced Business Intelligence

City of Houston Police Department with Information Builders

### Advanced Business Intelligence

eCourier.co.uk with SeeWhy

### Performance Management

Presbyterian Healthcare Services with Actuate

### Performance Management

Envision Credit Union with Cognos, an IBM company

### Data Integration

LifeMasters with Pervasive Software Inc.

### Data Integration

Comag Marketing Group with Relational Solutions

### Data Integration



Editions Techniques pour l'Automobile et l'Industrie with Talend

Data Management  
Premier Inc. with Silver Creek Systems

To read excerpts from the winning entries, please [click here](#).

The BeyeNETWORK would like to thank the following judges for their time and attention to detail while evaluating a host of entries: Lou Agosta, ACM; Richard Hackathorn, Bolder Technologies; Claudia Imhoff, Intelligent Solutions; David Loshin, Knowledge Integrity; Mark Madsen, Third Nature; William McKnight, Lucidity Consulting Group; John Myers, The Blue Buffalo Group; and Colin White, BI Research. The objectivity and expertise these judges provided was invaluable.

#### About BeyeNETWORK™

The Network's flagship site [BeyeNETWORK.com](http://BeyeNETWORK.com) leads the industry with up-to-the-minute news, newsletters, articles, executive spotlights, podcasts, expert-hosted channels and blogs. Experts include Claudia Imhoff, Bill Inmon, Craig Schiff, Colin White, David Loshin, and others. [BeyeRESEARCH.com](http://BeyeRESEARCH.com) provides research and case studies from leading authors and experts in business intelligence. [BeyeBLOGS.com](http://BeyeBLOGS.com) is a business intelligence-specific community blogging site that provides an open forum about industry issues and challenges. [BeyeSEARCH.com](http://BeyeSEARCH.com) offers the first and only editor-driven directory and search engine specially built to serve this industry.

Contact:  
BeyeNETWORK  
Mary Jo Nott  
mnott@b-eye-network.com  
+1-262-780-0202

###



### Contact Information

**Mary Jo Nott**

BeyeNETWORK

<http://www.b-eye-network.com/home/index.php>

+1-262-780-0202

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## **Amplifier Networks Expands to Offer Technology Entrepreneurs Assistance in Managing Challenging Economic Times**

*Content-rich online communities and a broad range of classes now available to Washington, DC Technology Corridor*

McLean, Virginia (PRWEB) October 20, 2008 -- Amplifier Networks, a provider of education and collaborative online content for entrepreneurs, today announced a significant expansion of offerings that support successful management during these challenging economic times. The expansion follows Amplifier Networks' successful launch in the spring of 2008, which was received enthusiastically by entrepreneurs in the Washington, DC Technology Corridor.

[Amplifier Networks](#) provides entrepreneur-targeted knowledge via content-rich online communities and a broad range of classes. The online content communities focus on four core topics of importance to entrepreneurs: venture capital and finance, science and technology, entrepreneurial resources, and the DC Technology Corridor. Participants in these communities may contribute their own content and thoughts, share information provided by others, discuss subjects of interest, search for new information and collaborate with other community members. The communities are information centric, focusing on sharing ideas and collaboration for mutual benefit. The DC Tech Corridor community focus is the entrepreneurial and business community surrounding Washington, DC. Communities centered on other technology intensive regions and topics are planned for later launch.

Through its "[Get Educated](#)" program, Amplifier Networks provides entrepreneurs with practical and relevant classes in areas of interest and importance. Classes cover a wide range of subjects relating to the establishment, financing and growth of emerging technology businesses. In addition to well-received classes on venture capital and business planning, the Get Educated series has expanded to include classes on emerging company finance, business creation, sales and marketing, product development, how to start a company and how to build a team.

Amplifier Networks is managed by [Jonathan Aberman](#), a well-known leader in the DC technology community, and is overseen by an Advisory Board that includes serial entrepreneurs with expertise in a wide range of areas surrounding emerging company formation and expansion. Members of the Advisory Board include Todd Bramlett, CEO of Leverpoint, Loren Burnett, CEO of Stacksafe, Michael Dering most recently CEO of ServiceBench, Eric Keofoot, formerly of Washingtonpost.Newsweek Interactive, and Rich Moore, currently a member of the Board of Directors of Vocus.

"We felt that was very important to make a statement - let's take our technology and entrepreneurial contacts and give the DC Technology Corridor entrepreneurs a more effective way to work with others to grow their ideas," noted Aberman, adding that "entrepreneurship and technology company formation is lonely even in the best of times."

[Michael Dering](#), most recently the CEO of Service Bench, and a member of the Amplifier Networks' Advisory Board, remarked, "I have worked with entrepreneurs for a long time, and having in one place the resources to support them is pretty exciting. I am very pleased to be part of this effort."



About Amplifier Networks:

Amplifier Networks provides entrepreneur focused content and education in collaborative online communities and classes. It was established by [Amplifier Ventures](#) in 2008, with the assistance of Appian Realty Advisors, Argy, Wiltse & Robinson, Comerica Bank and DLA Piper Venture Pipeline.

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### Contact Information

**Jonathan Aberman**

Amplifier Networks

<http://https://amplifiernetworks.com>

703 635 2655

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## **Vikas Kapoor Discusses Corporate Governance at World Economic Forum**

### *iQor CEO Describes Benefits of Private-Equity Governance Model*

New York (PRWEB) October 20, 2008 - iQor CEO Vikas Kapoor presented his views as a panel expert on corporate governance at the World Economic Forum's 2nd Annual Meeting of the New Champions 2008 in Tianjin, People's Republic of China. A global business process outsourcing company, iQor is backed by private equity firm Guggenheim Partners.

As part of a panel on "Picking the Perfect Board: Mission Impossible?" on September 28, Mr. Kapoor spoke at length about how the right private equity partnership can lead to better corporate governance, tighter risk management and stronger performance. Kapoor argued that private-equity boards are more engaged, and have bigger financial incentives to steer the company correctly.

"If iQor is successful, our Board stands to make roughly ten times what a similar sized Board would make in a typical public company, and even if it is unsuccessful, the Board will make a fraction of their public counterparts," said Mr. Kapoor. "You get what you pay for, and it's clear that the investors in a lot of recently failed public companies are getting what they paid for!"

With funding from a private equity firm - Guggenheim Partners - Mr. Kapoor has orchestrated a dramatic turnaround of iQor. Today, iQor is a profitable, global business process outsourcing company with more than 8,000 employees worldwide.

Born in India, Vikas Kapoor is a well-respected business leader in the U.S. He heads one of the world's largest business process outsourcing companies and is a frequent speaker on globalization, technology and corporate turnaround management.

This year's "Summer Davos" brought together emerging multinational companies - the New Champions - that have the potential to reshape the global economic landscape. Under the theme "The Next Wave of Growth," CEOs of the New Champions engaged with a diverse group of the most important players shaping the future of business and the global agenda.

#### About iQor

iQor ([www.iqor.com](http://www.iqor.com)) provides business process outsourcing to some of the best-known companies in the world from 21 Call Centers of Excellence in five countries and four continents. iQor's 8,000 employees work with state-of-the-art technology that affords maximum flexibility to iQor customers to tap the best skills of a global workforce. It serves clients from a range of industries including financial services, telecommunications and government. Its services include customer care, customer retention and revenue recovery.

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### **Contact Information**

**Robert Burke**

iQor

<http://www.iqor.com>

646-274-3044

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## **Access Business Technologies Introduces Flexible Hosting Solutions**

*Organizations can now choose additional levels of Managed Hosting Services*

Sacramento, CA (PRWEB) October 20, 2008 -- Access Business Technologies, the leading hosting and managed services provider in the mortgage and finance industry, announced today the availability of additional flexible hosting solutions. These new offerings give organizations in the mortgage and finance industry additional choices for managed services; enabling them to select a managed hosting program that best suits their environmental, business and compliance needs.

Access Business Technologies can provide multiple tiers of hosting solutions for many popular mortgage and finance applications. From fully-hosted thin-client solutions to hosting (and securing) just the data and database for these applications, ABT can provide a solution specifically tailored for an organization's specific needs.

Flexible solutions are also available for Backup, Restoration and Disaster Recovery programs. Based on compliance responsibilities, some organizations require more stringent and longer-term data management solutions than others. Access Business Technologies can tailor a BU/DR and Business Continuity program that aligns with an organization's internal and compliance requirements.

"ABT continues to lead the way in providing the industry's best hosting and managed services for our mortgage and banking customers" explained Justin Kirsch, President and CEO of Access Business Technologies, "By observing the market, listening to our customers and identifying their challenges, we have been able to respond with products and programs that both solve issues and provide genuine value. Two recent examples are our flexible hosting solutions and our tiered backup and disaster recovery offerings."

ABT's flexible hosting and data management solutions are available now for many of the industry's most popular applications. Pricing and specific program information is available by contacting ABT or by visiting <http://www.myabt.com>.

"The mortgage and finance industries are facing extraordinary challenges" said Kirsch. "By providing more flexibility in our hosting and backup solutions, we can help our clients survive the current market issues while saving money and maintaining an excellent IT environment for their staff."

### About ABT

Access Business Technologies is the leading provider of hosting and managed services, integration, reporting and professional services for the mortgage and finance industry. Through our products and services, ABT offers a full range of on-demand, robust solutions designed to simplify, streamline and improve our customer's business. ABT's managed and hosted solutions are all made available real-time via the Internet using stringent SAS70 type II-audited security technologies.

ABT's philosophy is to provide a vendor-neutral approach to help our clients leverage existing and new software solutions that are best in class for their unique environment. ABT provides a company-wide SAS70 Type II hosting environment for those solutions to ensure enterprise-level security, redundancy, high availability, disaster



recovery and business resumption capabilities. For more information, please visit <http://www.myabt.com> or call (888) 636-5426.

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Media Contact:

Alan Taylor

Access Business Technologies

888-636-5426

info @ myabt.com

###

**Contact Information****ALAN TAYLOR**

Access Business Technologies

<http://www.myabt.com>

916 248 7902

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## **Titan Worldwide in Pioneering Multi-Million Dollar Deal with Litelogic to Introduce State-of-the-Art Digital Displays to Buses**

*Titan Worldwide today announced that it has signed a multi-million dollar deal with Litelogic, the UK-based digital advertising network solutions innovator, to receive and display Bus King size screens on transit authority buses, starting with tests in New York and Chicago.*

New York (Vocus) October 20, 2008 -- In the first deal of this size and scale, Titan Worldwide today announced that it has signed a multi-million dollar deal with Litelogic, the UK-based digital advertising network solutions innovator, to receive and display [Bus King size screens](#) on transit authority buses, starting with tests in New York and Chicago.

These LED screens will be fitted with GPS technology and will be powered by Litelogic's proprietary Litecast software platform so that they can be instantly changed to reflect their location. Its dynamic systems will allow advertisers to target specific locations at specific times of day using high definition quality advertisements.

By the year end, it is expected that numbers will increase from an initial 100 buses to a total of 300, with 200 potentially deployed in New York, and 100 in Chicago. This is the first digital bus advertising launch in North America, and the first of its scale anywhere in the World.

Don Allman, President and CEO of [Titan Worldwide](#) said, "We are proud to be introducing North America's first dynamic digital bus displays - and the first transit network of this scale anywhere in the world. We now offer advertisers a new flexibility with total control over when and where their messages can be targeted. We really like the technology Litelogic has developed and see enormous potential in our relationship. This is a significant deal for us as we expand our digital inventory across our markets."

James Burrows, Group CEO of Litelogic said: "This [Evolution Bus](#) deployment represents a milestone for Litelogic and we are delighted to be in partnership with Titan Worldwide in this venture. The challenge for the team was to develop high resolution digital display screens that would not only work on the side of a various bus models, but also meet Titan's world-class performance criteria. They had to be lightweight, thin, robust, low energy, high definition, scalable, powered by no more than the available bus battery power and viewable in direct sunlight."

Litelogic's proprietary Litecast software platform and GPS tracking system enable advertisers to choose where and when their advert will be screened. Litecast is capable of running a shopper enticing Macy's ad outside Bloomingdales and change to advertising a hungry tourist grabbing Chinese food promotion in Chinatown. The software platform has the potential to transform the outdoor advertising industry and promises radically better results for advertisers by targeting specific audiences.

Photos available:

New York MTA bus displaying ad on Evolution King Screen



For further information; contact:

Titan Outdoor Ltd

Dave Etherington

+1 212 644 6200

Dave.etherington@titanoutdoor.com

Litelogic

Simon Scott

+44 (0)20 7334 7777

simon.scott@haggiehepburn.com

Alex Godwin-Brown

+44 (0)20 7334 7777

Alex.godwin-brown@haggiehepburn.com

Notes to Editors

About Titan

About Titan Worldwide

Titan Worldwide is a full service, global media company specializing in Out-of-Home advertising. It is the largest Transit advertising company in the world.

Titan Worldwide provides sales, marketing, creative, research and maintenance of advertising on bus, rail, bulletins, roadside billboards, telephone kiosks, experiential opportunities, street banners, shopping malls, supermarkets and trestles. It also leads the way in the development and successful introduction of market leading digital platforms. Titan Worldwide furnishes global, national and local clients with creative media solutions in the world's top markets including the United States (New York, New Jersey, Boston, Chicago, Los Angeles, San Francisco, Philadelphia, Dallas, Seattle and Minneapolis/St. Paul), Canada, the Republic of Ireland and the United Kingdom.

The company website is: [www.titanoutdoor.com](http://www.titanoutdoor.com).

About Litelogic

Founded by James Sirmon in 2003, Litelogic creates, designs and manufactures the world's most efficient, most effective digital outdoor advertising billboards together with sophisticated scheduling and trading software platforms. The Evolution bus solution is one of a number of end-to-end digital application solutions that Litelogic offers a wide range of clients worldwide.

Evolution displays

Evolution displays are the highest resolution, thinnest, lightest and most energy efficient LED panels currently on



the market. Designed for the transit market, Evolution displays are modular and can be made to fit any size and format.

#### Litecast scheduling and ad inventory management system

Litecast is the software platform which powers all of Litelogic's digital advertising screens, enabling advertisers to purchase, schedule and upload advertising in an instant via a secure web interface - and to monitor the physical locality and status of each screen in real-time.

The company website is: [www.litelogic.com](http://www.litelogic.com).

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### Contact Information

**Simon Scott**

Litelogic

<http://www.litelogic.com>

+44 0 20 7334 7777

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## **AMERISAFE Partners With FirstBest to Transform Underwriting; Leader in Workers' Compensation Coverage to Provide Real-time Collaboration with Agents**

*Insurance software provider FirstBest Systems announced that AMERISAFE, Inc. (Nasdaq: AMSF), a specialty writer of workers' comp insurance for hazardous industries, has selected FirstBest's advanced Underwriting Management System™ (UMS) to provide real-time collaboration with their agents and progressive agency capabilities while significantly increasing submission volume. The FirstBest UMS™ combines a rich agency portal with next-generation underwriting capabilities for commercial lines carriers.*

Bedford, Mass., and Deridder, La. (PRWEB) October 20, 2008 -- [FirstBest® Systems, Inc.](#) today announced that [AMERISAFE, Inc.](#) (Nasdaq: AMSF), a specialty writer of workers' compensation insurance for hazardous industries, has selected FirstBest's advanced Underwriting Management System™ (UMS) to provide real-time collaboration with their agents and progressive agency capabilities while significantly increasing submission volume. The FirstBest UMS™ combines a rich agency portal with next-generation underwriting capabilities for commercial lines carriers.

AMERISAFE will leverage the FirstBest UMS to further establish market leadership, to enable closer relationships with agents, and to handle a significant increase in submission volume. The FirstBest UMS will help AMERISAFE improve agent visibility into submissions, streamline communications, promote best practices, and maintain underwriting quality. An online agent workspace provides agents with upload, quote delivery, submission status, and real-time collaboration between underwriters and agents.

"We are excited about the innovations FirstBest is bringing to our business. Our goal is to grow our business profitably by doing quality work faster, and to turn submissions around more quickly," said Allen Bradley, CEO of AMERISAFE. "FirstBest will help support our mission to consistently deliver superior results by focusing on the needs and demands of our agents."

"The agent is our key partner, and our goal has always been to provide as much openness and collaboration as possible with our agents. The FirstBest UMS will enable a higher level of service to our agents by enhancing our ability to communicate and provide real-time visibility into the underwriting process," said Craig Leach, EVP Sales and Marketing for AMERISAFE.

"AMERISAFE is a visionary in its commitment to applying advanced technologies to improve business performance, and is committed to the highest levels of customer service," said John Belizaire, CEO and Cofounder of FirstBest. "Even in a soft market, the FirstBest UMS will help AMERISAFE meet its growth targets with current resources, and enable increased focus on quality and customer service."

About AMERISAFE



AMERISAFE, Inc. is a specialty provider of workers' compensation insurance focused on small to mid-sized employers engaged in hazardous industries, principally construction, trucking, logging, agriculture, oil and gas, maritime and sawmills. AMERISAFE actively markets workers' compensation insurance in 30 states and the District of Columbia. The Company's financial strength rating is "A-" (Excellent) by A.M. Best. More information is available at [www.amerisafe.com](http://www.amerisafe.com).

#### About FIRSTBEST

FirstBest® Systems, Inc. delivers advanced Underwriting Management Systems™ (UMS) that enable P&C insurance carriers to write more business and write better business. The UMS™ combines a rich agency portal with next-generation underwriting capabilities for commercial lines carriers. Insurers can achieve greater speed and business agility; provide real-time collaboration to make it easy for agents to do business with them; promote enhanced underwriting discipline and consistency; scale their book of business profitably, and empower agents, underwriters and management with greater visibility into the business. For more information, please visit [www.firstbest.com](http://www.firstbest.com) or call 1.888.863.6095.

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### **Contact Information**

**Meira Primes**

FirstBest Systems

<http://www.firstbest.com>

781-863-6005

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## **Wat Tyler Promoted to Vice President Sales, East Region for SAVO**

Chicago, IL (PRWEB) October 20, 2008 -- SAVO, the award winning provider of on-demand Sales Enablement solutions, has announced the promotion of Wat Tyler to the position of Vice President of Sales for the Eastern Region.

Tyler joined SAVO in 2006 after spending more than five years working for Open Ratings, an early stage supply management solution provider that was eventually acquired by Dun & Bradstreet. In his time with the company, Tyler held numerous titles from Sales Engineer to Manager of Midsize Accounts, eventually departing the company as the top performing Major Account Executive in 2005. Further, Mr. Tyler successfully built a lead generation team that directly impacted 90% of the company's total business.

In 2007, Tyler became the top performing Account Executive at SAVO, working with multiple Fortune 500 companies and serving an integral role in the development of SAVO's sales training and inside Sales teams.

"Wat Tyler has built a reputation for driving unparalleled customer-focused results. His in-depth knowledge of the issues facing sales and marketing organizations, as well as his commitment to delivering targeted Sales Enablement solutions, have proven critical to SAVO's success to date, and will position us for greater success in the coming year," said Jeff Summers, Chief Operations Officer at SAVO.

Tyler is a graduate of Trinity College and sits on the board of Docutribe, a not-for-profit film production company dedicated to celebrating and promoting cultural diversity through film.

### About SAVO

[www.savogroup.com](http://www.savogroup.com)

SAVO is the industry's leading provider of sales enablement solutions, which maximize a sales organization's ability to communicate value and differentiation in clear, consistent, and compelling ways. SAVO's award-winning, on demand application combines proven sales and marketing best practices to address all aspects of the sales enablement challenge - spanning people, process, content, and technology. SAVO's on-demand application and services have been developed and refined through long-standing relationships with companies such as Morgan Stanley, CareerBuilder.com, Acxiom, ADP, AmerisourceBergen, AutoTrader.com, Citigroup, GE, FedEx Kinkos, and SPSS. The combination of real-world client experience, an innovative consulting approach and award-winning technology uniquely positions SAVO to deliver practical solutions to enable the entire sales organization.

### Contact:

Leigh Segall

[Leigh.segall@savogroup.com](mailto:Leigh.segall@savogroup.com)

312.506.1740



###



### Contact Information

**Leigh Segall**

The SAVO Group

<http://www.savogroup.com>

312-506-1740

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## Alchemy Systems Named to the Top 10 Fastest Growing Private Companies

*Significant Growth Establishes the Alchemy Systems Software Company as a Leader in its Community*

Austin, TX (PRWEB) October 20, 2008 -- [Alchemy Systems](#), a provider of technology and multimedia training for production personnel, was announced as one of the top ten fastest growing private companies by the Austin Business Journal. Rankings are determined by the average revenue growth of combined net revenue figures from 2005 to 2007. During this time, Alchemy averaged an impressive growth rate of 54%.

"It is an honor for Alchemy to be recognized in the Fast 50 by the [Austin Business Journal](#). Our employees work very hard to ensure satisfied customers and we have very high renewal rates as a result of these efforts. Our great software products and service has allowed Alchemy to grow so that over a 1,000,000 people per year are using our various products." said Jeff Eastman, CEO of Alchemy Systems.

Most of Alchemy's growth has been attributed to success in relatively un-served market niches that need affordable resources to improve the education of their workforce. To meet these needs in commercial industries, Alchemy offers the [SISTEM training](#) platform. SISTEM is used to provide food-manufacturing facilities currently facing tremendous liabilities associated with food safety, stricter regulations and rapidly changing employee demographics, with a powerful tool for efficiently delivering and documenting critical compliance training. SISTEM is also widely used by government workforce boards to educate job seekers on the soft-skills training required for entry-level job applicants. Since its release in 2003, SISTEM has been used to train over a quarter of a million people in the North American workforce.

Another significant part of Alchemy's success has been in the academic market where Alchemy supplies a professional development management system (PDMS) called [Avatar PDMS](#). Avatar PDMS supports school district's initiatives to retain and nurture its personnel through online professional development programs. By automating the functionality of creating, delivering and managing their professional development activities, school districts are freed up to focus more on creating Highly Qualified staff and affecting student improvement efforts. Avatar PDMS is now in use nationwide by close to a half a million teachers and administrators.

About Alchemy Systems:

[Alchemy Systems](#), based in Austin, Texas, develops multimedia technology solutions for fostering talent development in the global workforce. Courses are delivered and managed through a unique group-based training platform or as individual e-learning courses through a web-based learning management system. Alchemy's course catalog includes interactive educational media and covers topics such as job search, career readiness, industrial safety, mandated training, basic supervision, customer service and job success skills, as well as industry-specific training courses. More information about Alchemy is available at [www.alchemysystems.com](http://www.alchemysystems.com).

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#### **Contact Information**

**Sean Ramsey**

Alchemy Systems

<http://www.alchemysystems.com>

888-988-8832

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## GotVMail Chosen as MITX Finalist for "Gary Busey on Business" Video Campaign

*GotVMail* (<http://gotvmail.com>), The Entrepreneur's Phone System™, has been selected as a finalist in the Best Use of Video category of the 13th Annual MITX Awards. GotVMail's innovative viral video campaign featuring actor Gary Busey, which launched in mid-July 2008, was one of four entries chosen as a finalist by the Massachusetts Innovation & Technology Exchange in the video category. The MITX Awards recognize excellence in the creation of web innovations designed, produced or developed in New England. Begun in 1996, the MITX Awards has grown to the largest and most prestigious awards competition in the country for web innovations and celebrates the best creative and technological accomplishments emerging from New England.

Needham, MA (PRWEB) October 19, 2008 -- [GotVMail](#), The Entrepreneur's Phone System™, has been selected as a finalist in the Best Use of Video category of the 13th Annual MITX Awards. GotVMail's innovative viral video campaign featuring actor Gary Busey, which launched in mid-July 2008, was one of four entries chosen as a finalist by the Massachusetts Innovation & Technology Exchange in the video category.

The MITX Awards recognize excellence in the creation of web innovations designed, produced or developed in New England. Begun in 1996, the MITX Awards has grown to the largest and most prestigious awards competition in the country for web innovations and celebrates the best creative and technological accomplishments emerging from New England.

"In its thirteenth year, the MITX Awards have continued to expand not only in volume of entries and but also in the level of innovation and sophistication of the work, " said Kiki Mills, executive director of MITX. "It is testament to a vibrant and dynamic industry that has grown to become an economic engine of the New England economy."

More than [40 videos](#) of Busey discussing themes of entrepreneurship, business clichés, and excuses for missing work, were released July 15 and garnered some 400,000 impressions by Oct. 1. A [special landing page](#) linked to the GotVMail Web site.

"We are ecstatic to be chosen as a finalist in the MITX competition, especially as this work was done in-house, leveraging the dynamic skills of GotVMail's multitalented team," said Siamak Taghaddos, co-founder and CEO of GotVMail. "This campaign was about having fun with entrepreneurship, and everyone at GotVMail enjoyed it."

Among the other finalists in the video category are companies who did work for Reebok, General Motors Corp., Comcast Corp., and MassMutual Financial Group. GotVMail will be recognized with the other finalists in the category of Best Use of Video at a gala awards ceremony traditionally attended by over 1,000 of the region's top internet business and marketing professionals. Winners will be announced at the ceremony in the Boston Marriott Copley Place on Wednesday, November 19th. Tickets can be purchased at [www.mitxawards.org](http://www.mitxawards.org).



The 2008 MITX Awards program is sponsored by Atom Group, Blue Sky Factory, DLA Piper, DoubleClick, EyeWonder, Fidelity, Google, IBM, Kelliher Samets Volk, OptumHealth, PricewaterhouseCoopers, Rocketship, Sportgenic and Technology Review.

#### About [GotVMail](#)

GotVMail's Virtual Phone System works just like large company phone systems, but is designed specifically for on-the-go entrepreneurs. Any small business can sound more professional and streamline its communications by creating a virtual office that connects callers to employees wherever they are, on any type of phone - home, office, VoIP, or mobile. Customizable for 1 or more employees, GotVMail requires no equipment to purchase, is easily managed online, and starts at only \$9.95 a month. GotVMail -- The Entrepreneur's Phone System. For more information, visit [gotvmail.com](http://gotvmail.com).

#### About MITX

Established in 1996, The Massachusetts Innovation & Technology Exchange (MITX) is the region's premier professional organization for the internet business & marketing industry. Reaching more than 7,000 professionals in New England, MITX is the community for thought leadership, building business relationships and professional training and development. Members of the MITX community take advantage of events, sponsorships, speaking opportunities and networking to make business connections and exchange ideas. With more than 70 events annually, MITX provides its members with the opportunity to promote their companies to targeted audiences and provides a valuable forum for networking to source potential business leads, partnerships, ideas, funding and other likeminded peers in the industry. MITX is headquartered in Cambridge, MA.

For more information please go to [www.mitx.org](http://www.mitx.org).

Erik Arvidson  
GotVMail Communications  
800-820-8210 Ext. 721  
[erik.arvidson @ gotvmail.com](mailto:erik.arvidson@gotvmail.com)

Jaime Hodges  
MITX  
617-871-2155x205  
[jaime @ mitx.org](mailto:jaime@mitx.org)

###



### **Contact Information**

**Erik Arvidson**

GotVMail Communications LLC

<http://gotvmail.com>

617-395-5721

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## **Outsourcing the IT Department Cuts Costs for Small Business**

*In the current economic climate, now more than ever, small businesses can benefit from outsourcing their IT department. Reducing fixed costs makes small businesses more agile, enabling them to quickly adapt to changes in strategic direction, or outside factors such as the economic climate. Adam Eiseman, CEO of the Lloyd Group, a New York based IT service management firm, says "We've seen some of our clients save as much as \$100,000 a year just by removing their internal IT resources and switching the entire IT operation over to us. Sharing infrastructure across multiple clients means that capital and operational costs are shared and the savings can be passed back to your firm."*

(PRWEB) October 19, 2008 -- In the current economic climate, now more than ever, small businesses can benefit from outsourcing their IT department.

Reducing fixed costs makes small businesses more agile, enabling them to quickly adapt to changes in strategic direction, or outside factors such as the economic climate.

While the average salary for an IT Manager in New York is around \$80,000-\$100,000, an external IT provider can be engaged for a fraction of that cost.

Adam Eiseman, CEO of the Lloyd Group, a New York based IT service management firm, says "We've seen some of our clients save as much as \$100,000 a year just by removing their internal IT resources and switching the entire IT operation over to us. Sharing infrastructure across multiple clients means that capital and operational costs are shared and the savings can be passed back to your firm."

Access to a team of experienced IT professionals means you have continuous IT support without having to rely on only one or two key people. A smoothly run IT operation allows small business owners to forget about their IT department and focus on growing their business.

Outsourcing can also help small businesses act "big" by giving them access to the same economies of scale, efficiency, and expertise that large companies enjoy. Says Adam Eiseman, "Thanks to economies of scale, we're able to offer our clients enterprise-level technology at a price small business can afford. This has helped many of our clients to grow their business to a level they previously thought was impossible for a firm their size."

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### **Contact Information**

**Katherine Craig**

Lloyd Group

<http://www.lloydgroup.com>

212-282-0315

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## **SurePayroll Insights Survey: Small Businesses Harnessing the Power of Social Networking for Business**

*SurePayroll survey finds that six out of 10 small business owners have an average to extensive understanding of social networking*

Glenview, IL (PRWEB) October 20, 2008 -- According to a recent survey conducted by online payroll service SurePayroll, the majority of small business owners believe there is a clear business value in popular social networking Web sites such as Facebook, LinkedIn and Twitter.

When SurePayroll asked small business owners if they believe online social networking has a place in the business world, 55% said yes. What's more, the survey indicates that one out of every five of the small business owners polled had actually obtained at least one new customer as a direct result of using social media.

"It's excellent that so many small businesses are starting to recognize the benefits of social networking," says SurePayroll Online Marketing Manager David Rohrer. "Social networking offers small business owners an inexpensive and effective way for them to connect with their customers and prospects."

According to Rohrer, the online presence of small businesses is becoming more important to remain competitive with big businesses.

"It is no longer just an outlet for personal use -- it's rapidly becoming a must for business success," says Rohrer. "Big business is tapping into the blogosphere and posting their company profile pages in online communities. Small business owners need to do the same. What's so great about the online world is you don't need a million-dollar marketing budget. In fact, the most effective online connections are free personal communications from a business owner to their community."

According to a recent September 2008 study conducted by [Opinion Research Corporation](#) for [Cone](#), your customers want businesses to get involved. The study reveals that six out of 10 Americans who use social media interact with companies on social media Web sites. Likewise, 85% of social media users believe companies should interact with their consumers through social media outlets.

With more than 50 million non-college attendees using Facebook today, the prominence of social media is growing. Professional social networking site LinkedIn grew 187% over the past year. Based on a research project developed by Universal McCann, 36% of online users think more positively about companies that have blogs. In the SurePayroll survey, 85% of business owners participating in social media for business are doing so by way of blogging online.

While the majority of SurePayroll respondents indicated social media is useful for business purposes, a third answered that they were unsure of social media's role in the business world.

Rohrer says some small businesses just need to be educated on how their company can get involved in social networking and offers these tips:

--- How to Optimize the ROI of Social Networking ---

## 1. Know Your Target Audience

Digg, YouTube, Facebook, Twitter and LinkedIn all offer different advantages to a small business.

- \* Know which outlet is most effective for your message and audience.
- \* Start a blog, or comment on other blogs to contribute to what those in your industry are saying.
- \* Share videos like "how-to" clips or tours of your business. Join groups like Google Groups, Yahoo Groups or industry-specific sites that are related to the products or services you offer.

Yahoo! Answers and LinkedIn Answers are great outlets for service-based business, as they allow you to establish yourself as an expert in your field. Matt McGee of SmallBusinessSEM.com wrote a great blog post about [Yahoo Answers](#) to get you started.

## 2. Get Started...Without a Financial Investment

No one can argue the fact that time is money. If you are like most smaller businesses with few-to-no resources, you can still participate by simply listening. The cost is minimal and the payoff can be great. You can listen to what people are saying about you and your competitors. You will learn what people dislike about your products and services and see if anyone is providing suggested improvements. You may even find forums where people are giving you some of the best testimonials you have ever heard, but you have to be listening to hear them. Marketing Pilgrim has written a [Beginner's Guide to Social Media Marketing](#) that will help get you started. Also, read Chris Brogan's [Social Media Power Secret](#) to learn about where to listen.

## 3. Maintain Your Commitment

Being available and engaging with your online audience is essential. All your online communications define the level of success you'll have in your targeted community, including the personal touch you put in your:

- \* Blog posts
- \* Blog comments
- \* StumbleUpon reviews
- \* Twitter tweets

If you create a blog for your company, post regularly and respond to comments. Give your blog a personality and make sure it's not just another place for your press releases.

If you choose to join Yahoo Answers, StumbleUpon, Digg or any other sites, just be active and participate. The worst thing you can do is blatantly try to market your company, and the best thing you can do is simply be part of the community.

Twitter allows you to communicate up-to-date news about initiatives, interactive support for customers, and is an open forum for discussion. Being transparent with your business motives and happenings allows for more



consumer trust and builds a relationship founded on the belief that you're always available.

Chris Winfield of 10e20 wrote a great post about the [10 Simple Steps to Social Media Success In 2008](#) to help you along the way.

About SurePayroll:

Voted [Editor's Choice](#) for best payroll service by PC Magazine, a Top 100 Product by Accounting Today and finalist in the Best Customer Care and Best Product categories of the 2008 American Business Awards, SurePayroll is America's largest full-service [online payroll](#) service and honoree of the of the Inc. 500 Fastest Growing Businesses award two years in a row.

SurePayroll is passionate about small businesses and their [payroll](#). The company is dedicated to providing an extremely friendly and simple payroll experience - at a price small business owners can afford.

In addition to its payroll and ClickFREETM tax file and pay service - which allows a user to complete the entire payroll process in minutes - SurePayroll offers a suite of online services designed specifically for small business, including HR and [compliance resources](#), [401\(k\)](#) retirement solutions, health insurance and workers' compensation products.

SurePayroll also offers a private-label and co-branded [payroll service to accountants](#) and banking partners to offer payroll processing to their small business clients.

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### **Contact Information**

**Frank Krolicki**

Walker Sands Communications

<http://www.surepayroll.com>

312-546-4127

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