

# News Release

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## **ADVANOUS ANNOUNCES AVAILABILITY OF PRICE AND MARGIN IMPROVEMENT SOLUTIONS FOR SALESFORCE.COM**

*Users Can Now Deploy Point to Profit™ within  
Salesforce.com Enterprise Edition*

RICHMOND, VA – Advanous, the leading provider of pricing optimization and margin management solutions for the distribution industry, today announced the general availability of Point to Profit™ (P2P) for salesforce.com. P2P seamlessly plugs into Salesforce.com Enterprise Edition to deliver visibility and insight into the status of ongoing price and margin management projects.

P2P is a secure, OnDemand, business intelligence solution for margin discovery and improvement that enables distributors to enhance sales performance, capture lost margin opportunities, optimize selling price and procurement costs, and drive higher profits. Utilized primarily by sales and pricing personnel, P2P delivers powerful analytics and high-value insight in a way that is easily accessible and practical to use in a distributor's day-to-day operations.

P2P's integration provides a seamless link with salesforce.com where sales and pricing personnel not only have visibility into their sales pipelines, but also gain real-time access to pricing and margin data for current customers. This process provides the advantages and benefits of an OnDemand CRM solution with the power and insight of back office pricing and margin data to enable a more efficient and profitable sales team.

"Delivering P2P within Salesforce.com extends price and margin management functionality to critical areas of our clients' organizations, particularly sales and corporate management," said Erik Bleyl, CEO of Advanous. "Sales representatives, pricing personnel and managers can now have coordinated visibility into the pricing and margin performance side of a client relationship without the inefficiencies of toggling between separate applications."

Advanous, ([www.advanous.com](http://www.advanous.com)) a division of EnterBridge<sup>®</sup> Technologies, Inc., helps distributors generate higher profits through more effective margin management. Advanous delivers increased profits to its clients through Point to Profit™, a margin-enhancement service that combines technology, analytics and industry expertise to increase margin performance.

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