Alliance Systems Selects Smart Catalog

Alliance Systems Anticipates Increased Revenues with Implementation of Smart Catalog by Endeavor Commerce and Microsoft Dynamics CRM.

DALLAS, TX – December 6, 2005 – Alliance Systems, Ltd., a leading provider of communications and computing infrastructure solutions, and Endeavor Commerce, the developer of Smart Catalog, are pleased to announce Alliance Systems' selection of Smart Catalog. Smart Catalog is a tool that ensures accurate quotes, which translates into error-free orders, improved revenues and increased customer satisfaction.

"Alliance Systems has always focused on ways to streamline work flow and improve efficiencies," said Dave Ugan, Vice President of Information Technology of Alliance Systems. "We anticipate the implementation of Smart Catalog will increase our revenues and profits by making the quote-to-order entry process fast, easy and more accurate."

Alliance Systems has committed to the Microsoft Dynamics platform for both their front office CRM needs and back office business management application with Microsoft Dynamics^{TM} CRM and Microsoft Dynamics Great Plains, respectively. Smart Catalog features a tight integration with Microsoft CRM to add guided selling, product and pricing configuration, quote and proposal delivery, order entry and eCommerce features.

"Having a fully integrated system on one platform allows us to easily share and access data across our organization in real time," said Dave. "Having this data real time will give us a competitive advantage."

"For us, it was simple," said Rusty Cone, President of Alliance Systems. "If we can implement an application to make our salespeople more efficient and reduce the complexity of the quote and order process, we will increase profitability."

Alliance Systems will begin the first phase of the Smart Catalog implementation this spring for their internal sales channel. Two additional phases will extend Smart Catalog's capabilities to distributors and customers. "Alliance Systems also will use our mentored implementation approach," said Sean Myers, CEO of Endeavor Commerce. "This allows them to own the implementation and save on costs associated with the implementation."

To learn more about Smart Catalog, please visit www.smartcatalog.com.

About Alliance Systems
Alliance Systems, Ltd. based in Plano, Texas, designs, builds, ships, and supports Intel based servers. These systems provide the infrastructure for VoIP, wireless, security, and other communications applications. Through its engineering, manufacturing, and value-added services, Alliance Systems helps customers optimize their businesses by enhancing profitability and reducing time to market. Today, Alliance focuses on delivering open standards-based servers to OEMs, ISVs, and service providers throughout the world. Through strategic partnerships with

Intel, Microsoft, IBM, Cisco, and HP, the company provides a full range of products and services that are specifically designed to meet today's mission-critical communications applications.

About Endeavor Commerce, Inc.
Endeavor Commerce is the leading provider of quote-to-order solutions for mid-size companies and divisions of Fortune 500 corporations. Endeavor Commerce's Smart Catalog automates the quote, proposal and order process of complex products and services by combining configuration with CRM and eCommerce. Smart Catalog is the only configurator certified by Sage Software and Microsoft for their market-leading platforms.

All product and company names herein may be trademarks of their registered owners.

###