



FOR IMMEDIATE RELEASE

## **Infor Selects Boulder Logic Reference Manager as its Preferred Customer Reference System**

### ***Boulder Logic Emerged as Best Customer Reference Solution to Meet Infor's Requirements***

Boulder, CO – April 17, 2007– Boulder Logic, the customer reference management specialists, today announced that Infor, one of the largest global providers of enterprise software, has selected its Boulder Logic Reference Manager to manage the company's expanding global program.

"After reviewing several leading Reference Management systems in depth, we selected Boulder Logic hands down," said Dave Alampi, vice president of global marketing strategy & services. "The company's on-demand system provides the perfect balance of functionality, control, system integration and ease of use required to manage a global reference program. In addition, we were very pleased with the responsiveness and domain knowledge of the staff. We look forward to a successful implementation and scaling our reference program to help us close more deals faster."

The Infor evaluation included both commercial packages and custom development options. Boulder Logic was ultimately selected and granted a multi-year contract to provide Infor with a web hosted, enterprise database application that will be leveraged across the global Infor organization including Americas, EMEA, and Asia. Boulder Logic's Reference Manager will provide Infor with the ability to proactively and efficiently manage interactions and projects with customers. This will result in more effective uses of references for sales and marketing purposes and better overall customer service.

"We are extremely proud to be selected by Infor," said Joshua Horwitz, President of Boulder Logic. "It is exciting to see the growth in this market. Customer reference management is a highly efficient method for increasing sales and marketing impact through the testimonials of satisfied customers. Our years of experience and dedicated focus has resulted in a powerful and complete customer reference system that is meeting the needs of current and future challenges. To be recognized by Infor is terrific validation."

### **About Boulder Logic**

Boulder Logic is the first software provider to offer a packaged solution specifically for managing all areas of an enterprise customer reference program. Companies with complex products and selling cycles rely on Boulder Logic for an easy to deploy, highly customizable enterprise solution that can be integrated into existing environments. Initial implementations are completed in thirty days, allowing for a rapid return on investment. Boulder Logic is headquartered in Boulder, Colorado. For more information, call 800-715-1910 or visit [www.boulderlogic.com](http://www.boulderlogic.com).

### **About Infor**

Infor delivers fully integrated enterprise solutions for specific industries, as well as best-in-class standalone products that address the essential challenges its customers face in areas such as enterprise resource planning, supply chain planning and execution, customer and supplier relationship management, asset management, product lifecycle management, and business intelligence. With more than 8,100 employees and offices in 100 countries, Infor provides enterprise solutions to more than 70,000 customers. For additional information, visit [www.infor.com](http://www.infor.com).

Media and Analyst Contact:

For inquiries, contact [lisamccausland@earthlink.net](mailto:lisamccausland@earthlink.net) or 303-888-2137.

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