

# Amadeus Consulting Press Release

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## ***For Immediate Release***

## Amadeus Consulting Completes Development of TruScore, a Next-Generation “360 Degree” Employee Evaluation System for The Booth Company

**Boulder, Colo., August 1, 2007**

Amadeus Consulting, a leading custom software development company, today announced the completion of TruScore, a large-scale custom software development project for The Booth Company, an international provider of professional performance surveys and feedback workshops. The Booth Company develops and administers “360 Degree” Feedback Surveys for executives and managers of Fortune 500 companies and applies statistical validation on over 200 million responses with a comprehensive battery of measurements on key management skills.

Amadeus has provided software development services to Booth for several years, helping the company maintain its competitive position with one of the most advanced technology platforms of its kind. In the latest installment of a multiphase product evolution, Amadeus developed TruScore software modules for the administration of complex, large-scale survey programs, accessible through a web-based portal, enabling the provisioning of their software as a service. Leveraging the many advantages of a dynamic web-based system, Booth can now provision branded, customized sites to multiple corporate clients from a centralized system, giving clients greater control over program design and management.

The all-new streamlined user interface has been updated with AJAX controls and includes enhanced multi-language support of participant surveys. Unique rater pass keys track survey status against participant invite lists while maintaining the anonymity of all participants. Workflow refinements allow Booth to support more client programs without additional manpower.

Other new enhancements include a highly configurable multi-level security model for controlled access to specific sections of the system and limited data access. The database performance has been optimized for rapid report generation with results by region, division and management level, and additional features for analysis and scoring routines.

“After working with Amadeus on several large-scale projects over the past few years, we admire their remarkable technical skills and rely on their ability to implement new systems and enhancements with

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a positive impact on our business,” stated Tom Kuhne, Vice President and Chief Information Officer of The Booth Company.

Amadeus developed the Booth system using Microsoft’s .NET Framework, architected with a flexible data model and separation of presentation, application and data access layers for maximum stability, maintainability and scalability. The analysis engine is a custom application that runs against the entire historical data set and performs advanced statistical analyses. All questions are stored in the relational database for full content management capabilities.

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Amadeus Consulting (<http://www.AmadeusConsulting.com>) is a custom software development company dedicated to creating intelligent technology solutions with successful business results. Amadeus is a Microsoft Gold Certified Partner, winner of the Microsoft Office XP Challenge, and Woman-Owned Business of the Year in 2003, awarded by the Colorado Federation of Business and Professional Women.

The Booth Company (<http://www.boothco.com>) publishes and administers 360 degree feedback surveys based on the Task Cycle<sup>®</sup>, a validated theory of leadership and management roles. Its comprehensive set of surveys measure the fundamental skills of mission-critical organizational roles, including executives, first-line and middle managers. The survey results are compared to continuously updated industry and country norms. Since 1972 The Booth Company has distributed its surveys and feedback workshops internationally through corporate universities and an exclusive network of certified senior executive coaches.

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