Scribe Software Names Vice President of Marketing and Product Marketing

Rapid Integration Vendor taps Microsoft Dynamics® channel veteran to lead the company's Marketing and Product Marketing efforts

Bedford, NH, February 3, 2009 – Scribe Software, the leading data integration and migration solution choice of Microsoft Dynamics® CRM, Microsoft Dynamics® GP and Microsoft Dynamics® NAV partners and customers, today announced that it has hired Microsoft Dynamics channel veteran John Gravely to lead the company's Marketing and Product Marketing efforts. In his role at Scribe, John will be responsible for understanding market needs and opportunities, ensuring Scribe products meet these needs and opportunities, and communicating Scribe's value to prospects and customers. In 2001 John founded c360 solutions, a developer of add-on products, industry solutions and development tools for the Microsoft Dynamics CRM platform. In 2006, John engineered the acquisition of c360 by CDC Software, a division of CDC Corporation (NASDQ: CHINA).   As CEO of c360 John grew the company from 2 people to a globally recognized brand with over 2,500 customers in 40+ countries, 800 resellers, products in 8 languages and receipt of the prestigious Microsoft Partner Choice ISV Award for 2005. Prior to starting c360 John was the Eastern Region Consulting Director for the Professional Services team of Onyx Software (currently Consona CRM), a mid-market CRM provider.

 "John has a proven track record of staying close to customers and partners, understanding their needs and delivering solutions that meet those needs," remarked Scribe CEO, Mark Prestipino. "His success in founding and building c360, specifically with respect to marketing and product marketing, translates perfectly into Scribe's goal of continuing to maintain and grow our leadership position within Microsoft Dynamics and beyond."

"Scribe is a committed leader in the integration market providing low-cost, no-coding, easy to implement technology that can be used as the only tool mid-market businesses need to integrate virtually any application, data source or Software as a Service (SaaS) platform," commented Mr. Gravely. "With a conservatively estimated 50%+ penetration rate into the Microsoft Dynamics CRM customer base and strong penetration into Dynamics GP and Dynamics NAV Scribe has become the standard integration platform within the Microsoft Dynamics channel. Beyond Microsoft Dynamics, the Scribe tool is a great solution for an even wider audience and I look forward to seeing that all mid-market businesses get to know Scribe as their tool of choice for integration."

Scribe easily enables integration to a number of endpoints

Because Scribe is a flexible solution requiring configuration, not coding, it is easy to implement and modify as business processes inevitably change. Through thousands of customer implementations Scribe has integrated with, among others, the following applications and endpoints:

Microsoft Dynamics CRM
Microsoft Dynamics CRM Online (Software as a Service)
Microsoft Dynamics GP
Microsoft Dynamics NAV
Microsoft Dynamics AX
Microsoft Dynamics SL
Salesforce.com (Software as a Service)
Netsuite
Sage SalesLogix
Pivotal CRM
Webtrends
SAP
JD Edwards
Oracle Applications
QAD
PeopleSoft
Lawson
MAS 90/200
MAS 500
Epicor
Legacy Applications
Databases
> SQL Server
> Oracle
> DB2
> Sybase
> Progress
> Pervasive SQL

Excel Files
ODBC Data Sources
ACT! and Goldmine (Migration to other systems)

Smart Businesses Choose Scribe

With thousands of customers, Scribe solutions provide an ideal balance of scalability, affordability and ease of implementation and modification. Scribe customers include:

Amica Life Insurance
Bank of America
Carnival Cruise Lines
Equinox Fitness
Fidelity
Fujitsu
Karl Strauss Brewing Company
Kodak
National Geographic

Onity

Pepsi

Raymond James

US Airways

Tim Nugiel, Manager of Business Systems at Equinox Fitness, uses Scribe to integrate Equinox's business applications including Microsoft Dynamics CRM. "With all the pre-baked functionality within Scribe, it's just point and click. Just to handle the amount of data feeds we're dealing with we would have to hire at least two or three additional people. Instead, Scribe allows us to put it on autopilot – it automatically manages the information exchange between our systems."

John Snead, Director of Beer Operations at Karl Strauss Brewing Company, selected Scribe to integrate their Salesforce CRM application with their Microsoft Dynamics GP back office system. "Scribe automatically captures orders from Salesforce and seamlessly integrates the order into Dynamics GP in a matter of seconds."

Onity, a leading manufacturer of locks for the hospitality lodging industry, integrates their data seamlessly from Microsoft Dynamics CRM directly into Microsoft Dynamics NAV. "We see Scribe as the 'glue' tying all our information together and providing us with a complete picture of every customer, every opportunity."

Smart Resellers Standardize on Scribe

With over 800 resellers worldwide Scribe has the necessary global reach to assist customers with their integration needs. Scribe resellers include:

AlfaPeople
Ascentium
Aspective
Avanade
Columbus IT
Customer Effective
ePartners
Orbis AG
Qurius
Tectura

Touchstone

VOX

About Scribe

Founded in 1996, Scribe Software Corporation provides low-cost, no-coding, easy to implement solutions that can be used as the only tool mid-market businesses need to integrate virtually any application, data source or Software as a Service (SaaS) platform. Scribe solutions are simple to implement and provide ease of modification as business processes change. They are especially popular among organizations running Microsoft Dynamics CRM, Dynamics GP, Dynamics NAV and Sage SalesLogix applications as well as Salesforce.com and Microsoft Dynamics CRM Online. Scribe Software is privately held and led by experienced technology executives from Microsoft, Oracle, AutoDesk, i2, Vitria, Dun and Bradstreet, CDC Software, and WebTrends. For more information about Scribe, please visit www.scribesoft.com

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