



PRESS RELEASE

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## *Renovatix Solutions Announces Strategic Partnership with THINKstrategies and the SaaS Showplace*

Alliance with Leading Consulting Firm and SaaS Online Directory Makes It Easier for SMBs to Acquire On-Demand Services



For immediate release:

Austin, TX – June 17, 2009 – Renovatix Solutions, the leader in providing client branded marketplaces of name brand Software-as-a-Service (SaaS) applications to small and medium (SMB) customers, and THINKstrategies, Inc. the pre-eminent consulting services firm helping organizations develop and execute their SaaS strategies and solutions, today announced a strategic partnership to accelerate the growth of online SaaS marketplaces.

Renovatix Solutions' SaaS marketplaces are uniquely designed to enable third-party administrators, including enterprises and other service providers, to private-label their SaaS eCommerce sites and give users single sign-on access to all of their applications.

As part of this partnership agreement, THINKstrategies will connect its SaaS Showplace online directory to Renovatix's online SaaS marketplace, [www.mysmbstore.com](http://www.mysmbstore.com). Under the agreement, THINKstrategies will also be able to leverage Renovatix's technology marketplace platform and will make the online marketplace available to SaaS Showplace visitors at no charge.

In addition, THINKstrategies will assist Renovatix in selecting future SaaS applications for inclusion in Renovatix's managed marketplaces, and will identify additional partnership opportunities.

"We're really excited to be working with Jeff Kaplan and THINKstrategies to accelerate the growth of our client-branded SaaS marketplaces, including leading application providers on the SaaS Showplace," said J. Scott Robinson, General Manager, Renovatix Solutions. "As we surveyed the landscape of SaaS professionals, it became clear very quickly that Jeff is the thought-leader in this burgeoning space. We're privileged to have an association with Jeff and THINKstrategies".

Beginning today, visitors of the SaaS Showplace can obtain powerful SaaS applications from leaders such as RatePoint, Google, Citrix, Six Apart, MediaWiki and dozens of others by going to [www.mysmbstore.com/thinksaaas](http://www.mysmbstore.com/thinksaaas). The marketplace offers applications from VoIP, Accounting, CRM, Web hosting, Web creation, creative services, to inventory management, event management and a comprehensive suite of e-commerce tools. Offered on a monthly subscription basis, users can cut their costs considerably, obtain all the applications they need anytime/anywhere via the web, and access them all with a single sign-on.

"THINKstrategies' mission in establishing the SaaS Showplace in 2006 was to make organizations aware of the rapidly growing array of SaaS solutions available to address their IT and business needs," stated Kaplan. "By working with Renovatix, we are now making it easier for organizations to acquire and utilize a widening assortment of on-demand solutions as well."

#### **About Renovatix Solutions, LLC**

Renovatix Solutions provides that "missing link" between leading enterprise companies and user communities whose SMB's rely on them to provide expertise and business critical resources. Through our private label platform, we deliver an enterprise branded marketplace of world-class SaaS applications for virtually everything a SMB needs to start, or manage their business. For more information about Renovatix, please visit [www.renovatixsolutions.com](http://www.renovatixsolutions.com). MYSMBSTORE™ and Renovatix Solutions™ are trademarks of Renovatix Solutions, LLC.

#### **About THINKstrategies, Inc.**

[THINKstrategies, Inc.](#) is the only strategic consulting services company formed specifically to address the unprecedented business challenges facing IT managers, solutions providers and investors today, as the technology industry shifts from a product-centric to a services-driven orientation.

[THINKstrategies'](#) mission is to help our clients re-THINK their corporate strategies, and refocus their limited resources to achieve their business objectives. THINKstrategies helps enterprise decision-makers with their sourcing strategies, IT solutions providers with their marketing strategies, and VCs with their investment strategies.

In addition to the [Software-as-a-Service Showplace](#), THINKstrategies is also the founder of the [Managed Services Showplace](#), a vendor-independent, online directory and information resource center of managed service solutions.