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2 Forest Park Drive • Farmington, CT 06032 • Tel: 800 261 JAMS • [www.JAMSScheduler.com](http://www.JAMSScheduler.com)

## PRESS RELEASE

### Press Contact:

Harry Reisenleiter, VP Communications  
800-261-JAMS  
Email: [HarryR@MVPSI.com](mailto:HarryR@MVPSI.com)

## Marketing Technology Firm Chooses MVP Systems' JAMS Job Scheduler to Automate Tasks and Comply with SAS 70 and SSAE 16 Standards

**Marketing Associates streamlines IT operations with JAMS and delivers SAS 70 and SSAE 16 compliant services to its customers.**

**22 May 2012** – MVP Systems Software, Inc., a leading provider of enterprise job scheduling and workload automation software, announced today that it has added Marketing Associates to its growing list of customers. The Detroit based firm produces real time integrated marketing platforms for auto manufacturers, technology companies and major consumer brands.

Prior to implementing JAMS, Marketing Associates had automated IT batch processes across different systems using a combination of Windows Task Scheduler and Cron together with UNIX and Linux Shell, Perl, Python, Java and PowerShell scripts. In addition, they used an outsourcer to fill in the gaps. As the demand for custom marketing applications and reporting grew, however, this hodgepodge of tools and services became difficult to manage.

Along with streamlining its IT operations, Marketing Associates is also committed to strong adherence to AICPA accounting standards, such as SAS 70 and SSAE 16, standards that many of its clients demand.

"We view JAMS as more than a job scheduler. We think of it as a process automation tool," says Senior UNIX Administrator, Doug Botimer. The company has leveraged JAMS to eliminate outsourced monitoring, give granular security privileges to its diverse application users, streamline server administration tasks, and provide comprehensive auditing data. "The cost savings are significant," says Botimer.

"Product development at MVP extends well beyond technical capabilities," says VP of Marketing, David Kluskiewicz. "Our customers discover us based on those capabilities, but they choose to work with us because our products solve real business issues. Compliance with accounting standards and costly outsourcing arrangements are two business issues that JAMS helps solve on a regular basis," he says.

To learn more about Marketing Associates' experience with JAMS, visit:  
<http://www.jamsscheduler.com/CaseStudyMarketingAssociates.aspx>.

### About JAMS

JAMS is the only job scheduling system built on a .NET framework and is the first enterprise job scheduling system that can be leveraged by both IT Operations Personnel and Application Developers. With its roots in Windows, JAMS also supports running processes across a variety of operating systems (UNIX, Linux, System i, OpenVMS, etc.) and applications (PeopleSoft, SAP, SQL, Oracle, Symitar, Ecometry, etc.) To learn more about JAMS, please visit [www.JAMSScheduler.com](http://www.JAMSScheduler.com) or call 800-261-JAMS.

### About MVP Systems Software, Inc.

For more than 20 years, MVP Systems Software, Inc. has provided leading-edge batch job scheduling and workload automation solutions to its more than 800 customers. Customers include household names like JPMorgan Chase, UCLA, Boeing, FINRA, Manulife Financial, Kaiser Permanente, The Hartford, and

the US Postal Service. MVP's solutions are delivered in traditional software as well as SaaS models. You can learn more about MVP Systems Software at [www.mvpsi.com](http://www.mvpsi.com).

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