



NEWS RELEASE

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A3 Solutions and PlainsCapital Corporation Advance to Semi-Finals of Constellation Research's SuperNova Awards

PlainsCapital Sees Time Savings of 97 Percent in Producing Monthly Cost Reports Following Implementation of A3 Solutions Performance Management Software

San Francisco, CA—Oct. 1, 2012— A3 Solutions today announced their customer PlainsCapital Corporation was named a semi-finalist in the SuperNova awards for its best practice use of A3 Modeling, a corporate performance management solution. Sponsored by Constellation Research, PlainsCapital was selected from more than 120 award applicants who were recognized to have overcome the odds in successfully applying emerging and disruptive technologies within their organizations. To send PlainsCapital to the finals, vote for them in the Data to Decisions Category at <http://constellationrg.com/cast-your-vote-2012-supernova-awards>.

By implementing A3 Solutions corporate performance management software, PlainsCapital saw a nearly 97 percent drop in the time it takes to produce monthly cost reports. Before implementing A3 Solutions, it took 27 hours to produce monthly cost allocations while monthly reports on actuals versus budgeted expenses took several days. Using A3 Solutions, PlainsCapital can now produce monthly cost allocations and reports in 1 hour or less. In addition, they now are able to analyze data and drill through to results, identify financial trends quickly and easily and unify all their financials across their operating companies.

“While financials are a fact-of-life for any company, this implementation allows us to unify our financials in a way we had never been able to do with spreadsheets,” said Aaron Taylor, Sr. VP and Director of Financial Planning and Analysis for PlainsCapital Corporation. “Data is available much faster and is always up-to-date allowing us to understand the potential impact of any changes in our operating companies.” [add link to Microsoft case study on our site]

“It’s exciting to see our customer being recognized by industry analysts for extraordinary achievement using our software,” said Rob Lutt, CEO of A3 Solutions. “The Plains example is proof that we deliver high-end, enterprise class performance at a middle market price.”

Winners of the awards will be announced on Nov. 9 during Constellation’s Connected Enterprise innovation summit in Newport Beach, CA. PlainsCapital is competing in the Data to Decisions category of the SuperNova awards, one of six categories in this awards program. Six other semi-finalists also were announced in the Data to Decisions category.

About Constellation Research, Inc.

Constellation Research is a research and advisory firm focused on disruptive and emerging technologies. This renowned group of experienced analysts, led by R "Ray" Wang, focuses on business themed research including the Future of Work; Next Generation Customer Experience; Data to Decisions; Matrix Commerce; Technology Optimization and Innovation; and Consumerization of IT and the New C-Suite.

Constellation's collection of prestigious analysts bring real world experience, independence, and objectivity to client solutions that span cross-role, cross-functional, and cross-industry points of view. Clients join Constellation Research for a fresh and business focused perspective.

Unlike the legacy analyst firms, Constellation Research is disrupting how research is accessed, what topics are covered, and how clients can partner with a research firm to achieve success. Over 100 clients have joined from an ecosystem of buyers, partners, solution providers, c-suite, board of directors and vendor clients. For more information about Constellation Research, visit www.ConstellationRG.com

About A3 Solutions

A3 Solutions offers the leading spreadsheet automation platform for web-based Enterprise Budgeting and Corporate Performance Management. Fortune 1000 organizations such as American Airlines, Avon, McDonald’s, Safeway and Toyota use A3 Solutions to align their organizations, accelerate decision-making and turn strategy into action. Offering flexibility and a low total cost of ownership, A3 Solutions tightly integrates with leading enterprise OLAP and relational database technology from Oracle Hyperion and Microsoft. A3 Solutions offerings are available both as a software-as-a-service (SaaS) and on-premise. For more information, please visit www.a3solutions.com or contact us at 415-356-2300.

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