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## Press Release

West Linn, Oregon, May 31, 2013: [KBA Alliances](#) Announces their Strategic Alliance with Northlake Partners and the Product Launch of Northlake's 2013 release of BluWare, on June 19th.

BluWare is a web-based Sales Order Management, Distribution and Logistics System that extends the power of Dynamics GP, Dynamics AX, and many other ERP platforms for food manufacturing, processing and distribution companies.

KBA Alliances is a business consulting firm offering customized growth and development services for software companies and service providers to compete and win in today's marketplace. Our background is based on decades of business and technology consulting experience throughout the [Microsoft Partner Ecosystem](#) and developing partner strategies that work.

Companies need to see measurable results from their investments with Partners and GTM Strategies. KBA leverages a deep understanding of technology, industries, influencers and performance management combined with an extensive background in working with Microsoft to create effective strategies that accelerate growth and development.

[BluWare](#) enables companies to quickly meet the unique needs of their business, automate key business processes and integrate with other line-of-business applications to extend the power of BluWare across the organization. BluWare offers a user experience that is configured to company roles and can be further personalized to meet user specific preferences which eliminates much of the clutter while improving the accuracy of company employees.

The 2013 release of BluWare includes enhanced functionality for many of the key capabilities needed for [food manufacturing, processing and distribution](#) that have not been built into Dynamics GP, Dynamics AX and many other ERP platforms. Some of the key functionality that BluWare includes:

- \* Customizable and enhanced attributes for items, customers, ship-to addresses and transactions.
- \* Automated reporting and email distribution based on configurable business logic.
- \* Shipment route planning and costing.
- \* Sales programs for freight, sales commissions and brokerage fees.
- \* Customizable workflows based on site location and transaction type.

"BluWare and designing features that improve our efficiency goes beyond what we have experienced with other software companies and ensures us that the application will meet the needs of our business for years to come" – VP of Sales & Marketing, Cooke Aquaculture

Please Register for the Upcoming BluWare Webinar on Wednesday, June 19, 2013. Sessions will be held at 8:00am - 9:00am PST and 10:00am – 11:00am PST. Register for this Event at: <http://thenorthlakepartners.com/launch.php>

Visit our website at: <http://kbaalliances.com>