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Scribe Software Media Contacts:
Heather Robinson
Scribe Software Corporation
1.603.488.6527

Scribe Software Announces Online Integration Platform at First International User Conference
Scribe launches new partner and customer enabled cloud service for Dynamics CRM 2011

Bedford, NH; September 23, 2010 Scribe Software, a leading application integration provider for mid-sized customers and partners, announced today its first step towards a cloud based Integration Solution platform. This initial offering, code named "Denali", features a CRM replication service that powers advanced analytics capabilities from leading business intelligence providers for Microsoft Dynamics CRM Online 2011.

Scribe's new solutions platform will enable partners, ISVs, and systems integrators to easily create and expand their data integration and management offerings. Customers and partners will have the ability to build repeatable connectors, solutions, and services tailor made for their needs. Scribe users will be able to choose from Scribe's own rich solutions and connectors, or purchase solutions from software providers and partners via Scribe's Marketplace.

 "Scribe is entering the cloud space in a significant way with their data replication service for Dynamics CRM 2011," said Yacov Wrocherinsky, CEO of Infinity Info Systems, a leading CRM and Business Analytics consulting firm headquartered in New York City. "Pairing this service with Infinity's iAnalytics solution will enable customers of Dynamics CRM Online to gain business insight that is unmatched in the SaaS CRM space. Furthermore, Scribe's vision for partners to create, package, and deploy rich integration solutions in the Cloud will enable a broader range of customers to achieve the strategic benefit of connected systems."

"The Denali release represents our first step towards offering partners and customers complete business integration solutions both in the Cloud and on premise," commented Lou Guercia, President and CEO of Scribe Software. "Scribe is well positioned to be the only integration platform provider that fully spans the needs of mid-sized companies and the many solution providers these companies rely on, as they seek to address the challenges managing their data across a hybrid applications infrastructure."

Also announced at the Conference is a significant and continued investment in Scribe's flagship on-premise product, Scribe Insight, which is coming off of its biggest quarter for new customers, partners, and revenue. Scribe will continue to build on the success of its latest version, Insight 7.0, which has received accolades by Scribe's partners and customers and continues to be adopted by larger enterprises.

"Without Scribe Insight we wouldn't have been able to tie all our systems together and provide our customers with the level of service that has reinforced our position as the market leader," commented Kirk Couser, the Chief Information Officer of COLA, a Scribe customer. "We have a number of improvements planned for our integrated system and Scribe Insight will play a key role in its continued evolution and our continued growth."

Enterprise Organizations 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
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."

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)

About Scribe

Scribe Software Corporation provides cost-effective, no-coding solutions that can be used as the only tool businesses need to integrate virtually any application, data source or Software as a Service (SaaS) platform. Scribe solutions are simple to configure 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. For more information about Scribe, please visit www.scribesoft.com. You may follow Scribe on Twitter at http://twitter.com/scribesoft or subscribe to the Scribe Blog at http://blog.scribesoft.com/.

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