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Aldon Computer Group Selects Adventace

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Aldon Computer Group, the leading software provider of e-business development solutions, has selected Adventace to help it achieve its significant growth objectives.

After an extensive search of available methodologies, Aldon selected Adventace because it was the only company that could provide the offerings Aldon needed to build and maintain a highly productive and successful sales culture and, in doing so, ensure they would meet their objectives.

Amongst the capabilities Aldon identified would be required were the following:

- The Executive Team must have the tactical means to implement effective sales practices top down. In addition, they need the ability to closely and continuously monitor key elements of the sales operation and take corrective actions, if required.
- The management team needs the ability to manage their growing sales group to the processes implemented by the executive team. They must also be able to easily identify and resolve specific sales skill deficiencies of their sales people to ensure long term, measurable performance improvement.
- The sales team must to be able to increase their overall sales effectiveness in an increasingly complex and competitive marketplace.
- The sales support organization needs to fully align with the sales efforts.

Adventace is proud to have been selected by Aldon to help it meet its growth objectives and maintain its market leadership position.

About Aldon

Aldon Computer Group is the leading software provider of e-business development solutions designed to get more applications into production quickly while increasing the responsiveness to end-users. Aldon Affiniti Suite manages the entire e-business development lifecycle across all platforms with tightly integrated products that seamlessly span Windows, Unix, iSeries, and Web environments. More than 5,000 companies rely on Aldon's time-tested development expertise and award-winning solutions to rapidly build, deploy, maintain, and support their mission-critical software. Aldon customers include nine of the top ten Fortune 100 firms.



Established in 1979, Aldon operates globally and is headquartered in Emeryville, California.

About Adventace

Headquartered in the Pittsburgh, PA, area, Adventace® is dedicated to helping technology companies achieve consistent, reliable, and measurable sales performance improvement through the creation of a "High Performance Sales Environment™" (HPSE).

Adventace helps its clients achieve the HPSE™ through a suite of highly targeted, integrated service offerings, which include:

- An Executive Leadership program, coupled with a proven process called the Executive Operations Review, designed to help Executives define and drive effective sales culture throughout their sales operation.
- A High Performance Management program, focused on the "Four Pillars of Sales Management. The Pillars include opportunity assessment, pipeline balance and forecast management, people development, and a continuous (measurable) performance improvement processes.
- A suite of integrated sales workshops, including Territory Planning, Account Planning and Opportunity Identification, ACE Selling (targeted to selling complex solutions to "power" buyers), and a Foundation workshop, targeted to people selling in a high transaction environment and people who are new to selling.

Adventace® believes that its integrated offerings, their comprehensive implementation program, and its performance guarantee are unique in the industry.

Adventace has an extensive North American, European, South American, and Asian/Pacific network of Associates to deliver its services to clients. For more information about Adventace® please visit the company's web site at www.adventace.com or call 1-724-443-2383.