



FOR IMMEDIATE RELEASE

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Adventace Introduces the Account Alignment Planning Tool

The Newest Salesforce.com Application in the Adventace End-to-End Sales System

PITTSBURGH PENNSYLVANIA – March 17, 2008 - Adventace, LLC, a global change management firm and Salesforce.com Top 50 Partner, today introduced the Account Alignment Planning Tool (AAPT), a new Salesforce.com On-Demand application designed to provide major account teams with the ability to effectively build and execute against Account Plans.

The AAPT tool automates the processes and workflows of Adventace's highly acclaimed Account Planning and Opportunity Identification program.

"We are extremely pleased with the results of our one year development effort that resulted in AAPT," said Ed Hill, Adventace's VP of Operations. "We believe that AAPT is one of a kind in its design because once the planning is completed, account teams are able to immediately begin their account penetration activities and track their progress using the system. Account Executives will know specifically who to call and what to say *that will be of relevance* to their prospects based on industry, company and analysis of buyers conducted during the planning process."

AAPT's Opportunity Point Score™ algorithm utilizes over 20 metrics to determine an opportunity's win potential and profitability ensuring account teams spend their time pursuing the right opportunities.

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Hill continued, “Especially effective in an On-Demand environment, AAPT’s Relationships’ component ensures a collaborative team effort is used to advance relationships with buyers at all levels of an account. Finally, as part of our End-to-End Sales System, AAPT contains functionality that automatically transfers opportunity level information from the planning stage to our SalesForce Sales Management System (SMS) for execution, up to and including close.”

Adventace is confident account teams and executive management will no longer view the account planning process as a yearly exercise but as a very effective, tactical tool that produces measurable results.

About Adventace

Adventace® is a global change management firm specializing in helping sales operations Create the High Performance Sales Environment® (HPSE) through an integrated metric-driven sales and sales management methodology and associated applications that make up the *High Performance Sales Environment System*. The System enables executives to drive consistent, reliable, and *measurable* performance improvement throughout their sales operation.

Historically, clients have been able to outperform their past results by a factor of at least 2 to 1. Clients include Cisco, Computer Associates, CTG, EMC, Marconi, Oracle, SolidWorks, SunGard, and TransUnion.

With associates around the world and offerings in ten languages, Adventace has implemented the HPSE worldwide and trained nearly 20,000 executives, sales managers, channel managers, and sales personnel. For more information, visit www.adventace.com or call 724-443-2383.