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## **Dovarri Accelerates Success of On-Demand CRM and Salesforce Automation Solutions with OpSource Optimal On-Demand**

### ***Unique SaaS Solution Helps Sales Teams Sell Smarter and Close Deals Faster***

SANTA CLARA, Calif., April 4, 2006 – OpSource, The SaaS Experts, announced today that Dovarri, a leading developer and marketer of sales software for customer relationship management (CRM) and salesforce automation (SFA), has chosen OpSource Optimal On-Demand to accelerate the success of its PRO-One suite of applications as a SaaS offering. With Optimal On-Demand, Dovarri is able to provide sales people with a wide range of unique opportunity management, CRM/SFA customization, and mobile access capabilities that enable them to maximize their sales efficiency and effectiveness. Dovarri PRO-One software is integrated with Microsoft Outlook and provides centralized account management with intelligent tools that focus a salesforce on the action items most critical to their success every day. What's more, by choosing Optimal On-Demand, Dovarri is able to leverage the valuable SaaS expertise of OpSource to optimize its application, bring its product to market more quickly, minimize startup costs, and deliver the best possible solution to its customers.

“OpSource is that rare breed of company that really understands what it takes to help a company like ours be successful and work through the many issues associated with launching a SaaS product,” said Geary Broadnax, President and CEO of Dovarri. “We’ve worked with traditional hosting companies, but have never found another company like OpSource that can offer such a complete SaaS solution, with the level of expertise and personal attention they provide. With OpSource, we get far more than just infrastructure; we get technical support, system analysis, error tracking—all these additional services that help us to be a better business. OpSource will actually monitor our code to make sure our application is performing the best it possibly can. And they provide us with customer support that is second to none. This is an area that is absolutely critical to our business. If one of our customers calls for support, OpSource responds within two minutes—guaranteed. We’re getting rave reviews from our customers about how good the support is. OpSource’s commitment especially stood out during hurricane Katrina. We had to completely evacuate our offices, which can be devastating to a business. OpSource had us forward our main business line to their call center and they handled every call that came into our company. We got through that very difficult time without a single glitch. That’s what I call going above and beyond for your customer.”

“Dovarri is taking the concepts of CRM and sales force automation to a whole new level,” said Treb Ryan, Chief Executive Officer of OpSource. “Our focus is on providing a comprehensive SaaS environment primed to drive rapid growth for on-demand companies like Dovarri—not only helping them deliver the solution itself, but also to optimize their business for a completely different revenue model. By delivering their solution using Optimal On-Demand, Dovarri is in a powerful position to get its valuable software tools into the hands of more and more sales people, while keeping their costs aligned with their business success. And by relying on OpSource to take care of all the underlying details, Dovarri can focus on what they do best—designing and innovating software to help sales teams sell smarter and close deals faster. This is a great example of how OpSource can enable smaller software companies to compete successfully in a big market. This is the model we have created—to make SaaS accessible to a business of any size, and provide all the ingredients to enable their long-term growth.”

With Optimal On-Demand and Success-Based Pricing, Dovarri gains a complete SaaS solution including a fully managed SaaS infrastructure with a 100% uptime guarantee, a 24x7 call center under Dovarri’s brand, full application management, and more—all priced on-demand. OpSource’s Success-Based Pricing minimizes the capital investments necessary to deliver on-demand applications, and means that OpSource’s revenue only grows as Dovarri’s revenue grows. The entire infrastructure is built on OpSource’s OptiTech Services Engine<sup>SM</sup>, a patent pending technology platform that supports rapid integration, deployment, and monitoring of on-demand offerings.

#### **About Dovarri**

Dovarri, Inc. builds and delivers SFA/CRM solutions that help sales people close sales. Every organization implementing a CRM solution experiences resistance to that solution if it forces a new process or methodology on its users. Dovarri succeeds where so many others have failed because its solutions truly can be adapted to match the existing process, methodology and terminology of its customers. This flexibility effectively reduces the amount of time needed to learn the solution, thus increasing the amount of time available for selling. Dovarri was founded in 1993 and is headquartered in Houston, Texas. Dovarri solutions are designed and built by sales people for sales people. More information on Dovarri is available at [www.dovarri.com](http://www.dovarri.com).

#### **About OpSource**

OpSource<sup>TM</sup>, The SaaS Experts, is solely focused on providing the operational infrastructure and ongoing services that enable software companies to deliver and maintain the highest quality Software as a Service (SaaS) solutions. By choosing OpSource as a SaaS partner, the software company is free from infrastructure management and can focus on improving its applications and finding new customers. OpSource’s Optimal On-Demand<sup>SM</sup> infrastructure platform provides immediate and ongoing ROI to software companies and our Optimal Integration service helps ease the transition to SaaS. We enable software companies to deploy SaaS quickly, effortlessly, and without risk. Software companies at any stage in the application lifecycle, delivering any type of application, can benefit from OpSource’s comprehensive services and expertise. Our Success-Based Pricing<sup>SM</sup> model allows companies to begin with a minimum commitment, and expenses scale only as revenue increases. For more information about OpSource, visit [opsource.net](http://opsource.net).

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