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For Additional Information Contact:

Bart Carlson (630) 416-4051

Napersoft, Inc.
40 Shuman Blvd.
Naperville, IL 60563

NAPERSOFT ACCEPTED INTO THE IBM SOA SPECIALTY
Service Oriented Architecture Approach drives Business Agility and Flexibility

Naperville, IL – October 9, 2006 – Napersoft, the leading customer communications management solution provider, today announced its acceptance to the IBM SOA Specialty after successfully completing IBM's rigorous SOA technical and business requirements. With this achievement Napersoft CCM integrates with the IBM SOA Foundation, a single, integrated platform that combines the industry's top application server and integration capabilities

The IBM SOA Specialty in the PartnerWorld for Industry Networks provides technical enablement and skills-building roadmap for partners who want to access the growing SOA market opportunity. For those business partners who achieve key milestones, the Specialty will also provide SOA-specific marketing and sales benefits, such as SOA Connection Events to meet directly with IBM SOA Sales specialists and discounted print advertising and telemarketing. IBM Sales Connections, a consultative service in the PartnerWorld Industry Networks, helps business partners close SOA deals quickly by connecting them with the relevant IBM SOA and local field sales team.

“SOA is an increasingly important requirement for banking, financial markets and insurance companies to reach business goals,” said Sandy Carter, vice president, SOA and WebSphere, IBM Software Group. “Building a close relationship with partners including Napersoft helps us to assure that our customers have the business and technical resources to successfully use an SOA to respond to rapidly changing business conditions.”



“Customers are requiring new document composition solutions to be SOA-based in order to improve customer satisfaction and reduce operating costs through business innovation, process streamlining and standardization,” said Bart Carlson, president, Napersoft. ”And, it is extremely important to technology executives who are striving to improve IT agility, integration and reusability of document composition solutions to better align with business.”

Napersoft CCM is an on demand customer communications management solution for streamlining and managing document composition, personalization, multi-channel distribution, archive and search across the enterprise. Napersoft CCM runs with WebSphere, WebSphere Process Server and WebSphere Portal for integrating customer communications with line-of-business applications such as Siebel, SAP, PeopleSoft, Oracle and in-house developed applications running in complex heterogeneous environments. Because Napersoft CCM is SOA based, customers typically experience greater business agility and process improvements of 80% or more.

Napersoft CCM also integrates Microsoft Word for template administrators to create pre-approved document personalization templates and then check them in to a secure DB2 database server. Pre-approved templates and paragraphs are typically used for customer letters, correspondence, confirmations, notices, explanations of benefits and many more. Napersoft CCM is typically deployed with call centers to confirm customer service requests and self-service portals to improve customer access to document transaction archives. Napersoft CCM comes out-of-the box with automated quality assurance and quality review business processes and a browser user interface.

About Napersoft

Napersoft has been helping organizations deploy on demand customer communications management (CCM) solutions for over 20 years. Napersoft has helped customers across many industries and all sizes deploy innovative on demand CCM solutions to achieve top line revenue growth via cross-sell and up-sell strategies, streamline core business processes, improve customer satisfaction, optimize distribution channels, improve business agility and reduce costs. For more information please visit www.napersoft.com

About IBM

For additional information on IBM please visit www.ibm.com/SOA

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