

Press Release

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FOR IMMEDIATE RELEASE

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WorkXpress Provided a Do-it-Yourself Customized Software Solution for Servolift

(Carlisle, PA) — WorkXpress released their latest case study today. This one details the opportunity it provided a mid-size business to completely build and customize their own enterprise resource planning (ERP) software without any programming. Servolift is a New Jersey based machinery designer, manufacturer, and reseller. To date, the company has successfully installed their premium manufacturing blenders and lifters in more than 5000 locations worldwide.

In 2005, as the company was growing quickly, they realized a need to consolidate their array of Access** databases, paper, and other software programs into an easy-to-use all encompassing enterprise resource planning (ERP) system. In a time before the cloud was defined, Servolift knew they wanted to find a secure web-based solution and cloud computing provided the answer.

"Everywhere we looked was paper. We were wasting so much time looking through our many databases and clutter to handle some of even the most basic tasks. We knew there had to be a better way, but, of course, like most medium businesses we were on a tight budget. So, we went about looking for a software solution," said Tom Lertola, manager of personnel & technical services for Servolift.

What Tom and Servolift found were either expensive customized software solutions or insufficient inflexible off-the-shelf software.

"Security and accessibility were two important factors when we were deciding which direction to go with our software purchase. Sure, we could have had a programmer build to our exact needs, but that would have cost us \$100's of thousands of dollars. Then we came across WorkXpress and after seeing the first demo we were hooked. Here was a web-based, secure software platform where we could literally build the software ourselves and save the 1000 + hours we would have paid out to a developer. In fact, I built the entire system myself on nights and weekends," said Lertola.

He continued, "Because WorkXpress was so easy to use and learn, I was able to create complex functionality with reporting and a host of other features with no prior programming experience. I remember that on day one I began dragging and dropping my way to the final product. Little did we know, we were probably using the first 5GL* non-programmatic platform as a service."

With their original platform implementation in 2005, Servolift was able to integrate their business practices saving time expenditure by more than 30%. The features and functionality, built entirely by Lertola, include; accounting, customer relationship management (CRM), human resources management, employee tasks and time off, reminders, international currency conversion, expense reports, internal

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2-2-2 WorkXpress Provides do-it-yourself Platform

commissions, sales representative commissions, quoting, purchasing, shipping and receiving, machine tracking by serial number, RMA's, work orders, service schedule, parts inventory, shop tool tracking, project management, bill of materials, allocation, scheduling, standard assemblies, and model number generation.

"It's pretty amazing that I was able to build the software that successfully powers our entire business. There were more than 1000 fields and 1000 business rules. If you've ever looked into having custom software built, you'll know that our cost savings was substantial because we chose WorkXpress. That is the reason we chose them originally and why we've decided to continue with them by now working in their latest version," said Lertola

He continued, "Since we implemented WorkXpress 4 years ago, we've been very happy with the level of service we've received. If I ever had questions, I knew exactly who to call and was able to secure solutions in a very timely manner."

On his impression of access to information via cell phone, Lertola said, "One of the most impressive and useful things that WorkXpress has allowed me to do is access all of our business applications via my iPhone**. I was at a customer location a few weeks back and they had a question on a part. So, I pulled out my phone, logged in and quickly found the part and provided the needed information on the spot. Needless to say, my colleagues were very impressed."

For more information about WorkXpress or to try it free for 30-days, contact Jake Burns at jburns@workxpress.com or visit www.workxpress.com. The pdf version of the Servolift case study is available at http://www.workxpress.com/sites/default/files/Servolift_case_study.pdf

* 5GL - A fifth generation software language requires no programming and offers full visual control

About the WorkXpress PaaS

WorkXpress is the world's most functional PaaS (Platform as a Service) without programming. It provides more software and better features at a lower cost than its competitors. The platform offers non-programmers the ability to create limitless sophisticated business applications using five building blocks in an intuitive, drag and drop, point-and-click, secure, web-based environment. WorkXpress eliminates the need for coding, data modeling and database querying, while automating common systems administration tasks like maintenance or disaster recovery. These capabilities are all possible without purchase of additional hardware or software.

Additionally, WorkXpress offers full integrations with other applications and the latest web-based technologies; some examples include Skype, FedEx, Google Maps, currency conversions, Google language translation, FTP services, IMAP email services, and many more. New integrations can also be easily created on the WorkXpress platform.

About WorkXpress

WorkXpress, formerly Express Dynamics LLC, is an innovative business software solutions provider located in Carlisle, Pennsylvania. Its founders are veterans of the software industry who believe that there is a better way to deliver customized software to businesses. With WorkXpress, IT personnel can effectively provide more value to their organizations on a smaller budget.

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