



PRESS RELEASE

## Press Release

### Ascent/32 Sales Automation Consistently Outperforms And Now It's FREE

**Toronto, Ontario, July 27, 2000:**

Open Solutions Inc. is about to turn the industry on its head by today announcing that it has made its popular Ascent/32 Sales Force Automation software FREE for

the single user. Ascent/32 which has received perfect scores from ZDnet.com and Tucows Office web site as well as kudos from customers for over eight years is now available for FREE at [www.opensolutionsinc.com](http://www.opensolutionsinc.com)

Open Solutions Inc. is a leader in developing and marketing enterprise back and front office software solutions that include Sales Force Automation (SFA), Customer Relationship Management (CRM), Enterprise Resource Planning (ERP), Interactive Voice Response (IVR) and Dynamic Web-site solutions.

"Ascent/32 Sales Automation has always sold well in the small and mid-sized market with our robust network version. But recent exposure in the SOHO market has demonstrated that the largest segment of Contact Management users are eager for advanced features and functions that focus on the Sales Process.

Open Solutions Inc. decided it made great sense to give away an unsupported full version of its single user software, knowing that the resulting success experienced from those using it will create a base of users with brand loyalty when its time to upgrade to our value priced network version." explains Open Solutions Inc.'s Director of Business Development John Graham.

Don't take my word for it. Here's a quote from a new user of Ascent/32: "*Your software is well designed and I like your overall interface layout. It is by far superior to Janna Contact, Act or Maximizer. Indeed I cannot understand anyone buying other software of this ilk if they knew about your software. Your software has a lot of power and is beyond the PIM class; the problem with so many of the current offerings is that they are simply rolodex calendaring and scheduling programs; and do not really address the issues of lead generation or CRM. Your way of handling multiple contacts by having them appear in spreadsheet fashion is by far superior and the way to handle contacts; as opposed to most of the others that attach contacts.*" (Tom McCormick, Dallas TX).

Having a great product is half a success, the key is to get as many people to find out about it as possible. So Open Solutions Inc. will give the masses world class Sales Automation software for free.

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