

# Software International Launches Value Management-SiiVM

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SOMERSET, N.J., Feb. 15, 2005 (PRIMEZONE) -- Software International, Inc. (Other OTC:[SWII.PK](#) - [News](#)), an innovative provider of business solutions, value management, application development services and information technology (IT) consulting, today announced that it will offer end-to-end customer, employee and shareholder value management. This unique approach allows clients to choose options tailored to meet their needs. These solutions range from self-service to fully customized depending upon your business needs.

"The creation of our SiiVM solutions and strategy was driven solely by a business imperative where successful companies must be able to confidently invest their resources in high payback areas if they wish to be successful in the marketplace," said Gail Misener of Software International.

## SiiVM Solutions:

- Captures valuable customer, employee and shareholder feedback to drive business revenue and market share.
- Understands your customers and competitors customers key business drivers to determine strategic priorities to retain existing customers and target high profit customers.
- Operationalize customer data to drive key process improvements.
- Works with your internal executives, management teams, process owners and employees to align customer feedback with process improvement actions.
- Uses customer feedback to develop and deploy new products that will drive market share.
- Deploys global customer and employee research using self-service or customized solutions, in multiple languages via the web and telephone.
- Provides real-time reporting and analysis to measure performance to targets, customer retention, and impact of improvements on financials.
- Identifies key business processes for improvement.
- Translates the business process improvements into revenue improvement.
- Understands employee value drivers to align individual objectives and compensation with business strategies.
- Integrates customer, employee, business processes and shareholder feedback into Balanced Scorecard, Six Sigma, Malcolm Baldrige strategies and measures.
- Integrates your customer value management strategy with your CRM tools.

## About Software International, Inc.

Software International provides a full suite of on-site, onshore and offshore application development services (ADS) and IT consulting to Fortune 1000 companies in the financial, brokerage, manufacturing, pharmaceutical, legal and insurance industries worldwide. Every project is fully staffed and managed by Software International's team of project managers, engineers, technical support and account management professionals. SII provides product/tool services on Web Based Trading, Equity

Transaction Platform, Value Management, RFID, Sarbanes-Oxley Compliance Tool and Case Management along with a BOP services for Equity Research.

#### Securities Exchange Act of 1934

This release is comprised of inter-related information that must be interpreted in the context of all the information provided; accordingly, care should be exercised not to consider portions of this release out of context. This release is provided in compliance with Commission Regulation FD and contains certain "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933 and Section 21B of the Securities Exchange Act of 1934. Any statements that express or involve discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, goals, assumption or future events or performance are not statements of historical fact and may be "forward-looking statements." Forward looking statements are based on expectations, estimates and projections at the time the statements are made that involve a number of risks and uncertainties which could cause actual results or events to differ materially from those presently anticipated. Forward-looking statements in this action may be identified through the use of words such as "expects", "will", "anticipates", "estimates", "believes", or statements indicating certain actions "may", "could", or "might" occur. Such statements reflect the current views of Software International, Inc. with respect to future events and are subject to certain assumptions, including those described in this release. Should one or more of the underlying assumptions prove incorrect, actual results may vary materially from those described herein as anticipated, believed or expected. Software International, Inc. does not intend to update these forward-looking statements prior to announcement of quarterly or annual results.

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