



# WORKBOOK



## NEW END-TO-END SAAS BASED PROFESSIONAL SERVICES AUTOMATION (PSA) SOFTWARE ENTERS THE BELGIAN MARKET – WORKBOOK

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**WORKBOOK SOFTWARE A/S AND SOFTADVICE ANNOUNCE THEIR PARTNERSHIP FOR THE SALES OF THE WORKBOOK SUITE OF PRODUCTS TO PROFESSIONAL SERVICES ORGANISATIONS IN BELGIUM.**

**GEEL, BELGIUM – JUNE 10, 2011**

Effective June 10, 2011, WorkBook will be made available to the professional services market on a pure SaaS model.

SoftAdvice has been granted the exclusive rights to distribute and sell WorkBook software within Belgium, the Netherlands & France. SoftAdvice is a strategic partner for WorkBook Software A/S because of their long history of servicing professional services firms.

WorkBook is an all-in-one, SaaS (cloud-based), executive management tool that is tailored specifically for professional services firms which offers:

- Financial Management
- Pipeline Management
- Project Management/Planning
- Resource Planning
- Time/Expense Management
- Estimating/Invoicing
- Communication Management
- Time & Material Entry
- Purchase Order Management
- And many more features/functions

WorkBook Software targets the following market segments: Advertising & Design, Communications & Public Relations, Digital & Web, Architects, Engineers, Tax & Audit and Consulting organisations.

WorkBook is a complete solution delivered on a per user per month usage contract, based on the technology of Microsoft Silverlight® and Microsoft SQL Server®. WorkBook also has a tight integration to Microsoft Dynamics® products for those customers that wish to leverage their existing investment in Microsoft Dynamics.

*“Obtaining the exclusive rights to distribute WorkBook is an excellent opportunity for us. Adding WorkBook to our existing portfolio of solutions and services for Advertising and Consulting provides us with the ability to offer the benefits of cloud-technologies to a dynamic industry”* says Patrick Vervloesem from SoftAdvice. *“The improved scalability and flexibility of this platform offers agencies a solution that can accommodate growth as well as the ability to be more adaptive to changing market conditions.”*

WorkBook is extremely scalable and will enable companies from a few users to many hundred users to invest in a solution that will support their growth. WorkBook delivers a complete and rapid implementation template, which in detail, documents and describes all business flows and business areas within a market segment.



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*“WorkBook enhances our ability to offer agencies of varying sizes the ability to improve Project and Job Management with a strong set of Financial Management features. The improved insight into performance and profitability has created tremendous excitement in this market” says Patrick Vervloesem from SoftAdvice. “The solution manages industry-specific functionality for Advertising with a series of valuable enhancements and capabilities not previously seen in traditional agency solutions.”*

*“We are very excited about extending our global reach to Belgium and the surrounding area. This is another step on the way of expanding.”*

*“We are very confident that SoftAdvice will achieve solid footsteps in the same market segments that we have had success in within Scandinavia. Our markets are different from one another, however they represent huge opportunities for SoftAdvice, Microsoft and WorkBook Software A/S. With a strong partner like SoftAdvice that knows the industry, we will be able to build a solid partner channel in that part of Europe,” says Henrik Skov Pedersen, Chief Operating Officer, WorkBook Software A/S.*

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