

NEWS RELEASE



FOR IMMEDIATE RELEASE
February 1, 2005

Contacts: Jean Knox, Data-Basics, 216-663-5600, jknox@databasics.com
Thomas Bubnick, Data-Basics, 216-663-5600, tbubnick@databasics.com

Data-Basics Hired by Canada's Leading Telecommunications Company to Provide Integrated Service Management Solution

CLEVELAND, OH— Data-Basics, a leading provider of Internet-based enterprise applications for the service and facilities management industries, today announced the addition of Bell Cabling Solutions (a division of Bell Professional Services) as a client. This partnership increases Data-Basics' roster of clients in the telecommunications industry and continues its expansion in the Canadian market.

SAM Pro Enterprise, Data-Basics' robust service software, will enhance response times and reporting capabilities for Bell Canada and its customers by replacing several database applications, according to Lee McLeod, Technology Application Specialist with Bell Cabling Solutions. Bell Canada selected Data-Basics as part of its strategy of providing enterprise customers with, among other benefits, value-added end-to-end integration. In partnership with Data-Basics, Bell Canada continues to simplify the customer experience through the integration of its database applications.

“We are excited to be working with Canada’s most innovative telecommunications company,” said David Jack, president of Data-Basics. “From the start, we saw SAM Pro as a great fit within their organization because of Bell Canada’s dedication to top-notch customer service.”

SAM Pro Enterprise and its signature Rules-Based Management (RBM) technology will be rolled out in early 2005 with the possibility of expanding to other areas of the organization. Key components of Bell Canada’s implementation include Quotemaster (a tool that allows technicians to easily generate sophisticated quotes with multiple options and features) and ReportAnywhere (software that can deliver critical information whenever and wherever it’s needed). Both tools are heavily integrated with RBM.

Going beyond similar software solutions, the Rules-Based Management approach within SAM Pro Enterprise can do more than just track work since it also defines the rules associated with particular clients and allows the system (not people) to manage processes. By raising flags and addressing issues before they get out of control, Rules-Based Management automates critical tasks, reducing the amount of human intervention and, therefore, showing an immediate ROI.

About Data-Basics Inc.

Data-Basics Inc. (<http://www.databasics.com>) is a leading provider of enterprise software solutions for the service, construction and facilities management industries. Offering a fully integrated system, Data-Basics helps companies plan and track enterprise-wide activities in real-time while managing data in a customized, secure environment. Based in Cleveland, Ohio since its establishment in 1974, Data-Basics is a privately held company with more than 20 software professionals and a growing network of dealers and sales representatives throughout the U.S. and North America.

###