

NEWS RELEASE



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Aberdeen Group and AFSM International recognize Data-Basics as “What Works” Winner at AFSMI’s S-Business Education Summit and Expo

Cleveland-Based Software Firm Garners National Recognition

CLEVELAND, OH—Aberdeen Group, a leading IT market analysis and positioning services firm, and the Association for Services Management (AFSM) International, the worldwide association for professionals in the high-technology services and support s-business industry, announced that they are honoring the top ten entries documented in a new Aberdeen Group study titled *What Works: Ten Significant Implementations in Services Management*. The winners were officially recognized on October 7, 2002 at the annual AFSMI S-Business Education Summit and Expo, held at the Georgia World Congress Center in Atlanta.

Working with AFSMI, Aberdeen Group called for submissions of real-world examples of successful technology and business deployments for this latest research initiative. The resulting study focused on business and technology implementations designed to help an organization manage all aspects of its service delivery and related business and customer management activities. The ten companies that AFSMI and Aberdeen believe illustrate some of the most successful implementations of technology in services management are highlighted and profiled in case studies that were an integral part of the research. These companies represent

some of the best examples of quantifiable business returns coupled with innovation in services management and field/remote workforce technology.

Implementing companies and technology partners recognized as the “Top Ten in Services Management” are:

| IMPLEMENTING COMPANY | TECHNOLOGY PARTNER |
|-------------------------------|---|
| ABB Automation Service | VSI |
| CAL-AIR | ViryNet |
| Cisco Systems | MCA Solutions |
| CNT | Siebel Systems |
| Daimler Chrysler | Computer Service GmbH (subsidi. of IBM Germany) |
| Engineering Excellence | Data-Basics |
| Scanvaegt International | A/S Navision A/S (Microsoft Business Solutions) |
| Siemens Medical | ClickSoftware |
| Time Warner Cable | PointServe |
| Fleet Services | Intermec Technologies |

“Data-Basics has been working with clients in the field service, construction, and job shop manufacturing industries for nearly three decades. They have demonstrated significant technical expertise in the development and delivery of an integrated Service Management, Financials, CRM and Mobile Workforce application suite designed around the needs of their market,” said Christopher Fletcher, Vice President and Research Director with the Aberdeen Group.

“Improving services management by applying more effective CRM processes and technologies is presently a hot topic in our industry,” said AFSMI CEO John Schoenewald. “As the leading voice of the services industry, helping our members find out what works is a top priority for us, and I’m confident the What Works study will be broadly read and recognized as a landmark research report,” he concluded.

About Aberdeen

Founded in 1988, Aberdeen Group is a leading IT market analysis and positioning services firm that helps Information Technology vendors establish leadership in emerging markets. The firm provides IT market intelligence, positioning, and market acceleration services to establish and start-up technology companies. Aberdeen’s consultants provide up-to-the-minute global IT market insights in more than 25 IT market

segments. Research practices focus on emerging market opportunities, market growth rates, important industry trends, and customer buying patterns. The firm also helps clients to identify new market opportunities, enter those markets successfully, and accelerate the adoption of new technologies. Headquartered in Boston, Massachusetts, Aberdeen has research and consulting divisions in Palo Alto, California; Fort Collins, Colorado; and Amsterdam, the Netherlands. Aberdeen is accessible via the Web at www.aberdeen.com.

About AFSMI

The Association for Services Management International (AFSMI) is a nonprofit professional organization dedicated to furthering the knowledge, understanding, and visibility of executives and managers in the services industry. The Association provides a global platform that enables its members to exchange experiences and opinions; thereby advancing services leadership and creating successful s-business growth. Founded in 1975, AFSMI enables managers to grow in professional competence through education, training, research, and networking opportunities. Its goal is to provide leadership and direction that helps its individual and corporate members expand their capabilities to meet the growing complexities and challenges of the rapidly evolving services industry. Thousands of members representing more than 1,500 organizations around the world rely on AFSMI as their communications bridge to growth. More information is available at www.afsmi.org.

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.

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