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TimeTrade Systems Named Best of SaaS Showplace Award Winner

Software-as-a-Service Self-Service Appointment Scheduling Solution Provider Helps Enterprises Better Serve Customers

Wellesley, MA, March 9, 2009 – THINKstrategies, Inc., the leading strategic consulting company focused on the business implications of the on-demand services market, announced today that [TimeTrade Systems](#) has been named the latest winner of the Best of SaaS Showplace (BoSS) Awards program, which is aimed at promoting the measurable business benefits being delivered by today's Software-as-a-Service (SaaS) solutions.

The BoSS Awards program was announced in January 2009 as the latest initiative by THINKstrategies to bring attention to SaaS and cloud computing companies which are producing tangible business benefits for specific user organizations. These benefits include increased sales, lower costs, higher customer satisfaction, faster operations, and greater profitability.

TimeTrade Systems is a provider of SaaS-based, customer self-service appointment scheduling solutions for enterprises and individuals. TimeTrade's Enterprise Scheduling Application, TESA, provides large organizations, who must schedule thousands of appointments a year, the ability to provide self-service or assisted-service scheduling through SaaS.

An example of the business benefits of TimeTrade's SaaS solution is Bosley, the leader in surgical hair restoration. The company has over 100 patient service representatives (PSRs) and must schedule more than 9,000 appointments per month at 88 offices through a single call center. For each appointment, the schedules of 26 physicians and 50 senior counselors have to be coordinated.

Bosley implemented an on-premise version of Siebel for CRM and appointment scheduling, but it was limited in its scheduling capabilities and the PSRs had to use spreadsheets to set up appointments. The company decided to adopt TimeTrade's SaaS-based solution, TESA. As a result, Bosley has been able to reduce patient wait times on the phone by as much as 20%, wait time in Bosley offices by 25%, lower administrative costs 7-10%, and reduce errors and double booking of appointments by more than 80% without additional overhead costs.

Because they have achieved these measurable business benefits, TimeTrade Systems has been named the latest BoSS Award winner. A full description of the company's

winning BoSS Award submission can be found at <http://www.saas-showplace.com/awardSummary.php?key=1169>.

"We're extremely pleased to be awarded the Best of SaaS Showplace Awards," stated Ed Mallen, President and CEO of TimeTrade Systems. "More than ever, organizations are seeking out technologies that will enable them to increase revenues, improve customer service, and do so while lowering operating costs. Bosley is just one example of the hundreds of businesses who have chosen TimeTrade to increase on-demand appointment bookings and create a platform to improve access to customer data and better manage resource utilization. Across healthcare, retail, financial services markets and government agencies, we continue to experience significant demand for our solutions and help all our customers achieve considerable business benefits."

"One of the unique benefits of SaaS-based solutions is the anywhere/anytime access it gives users, which permits more cost-effective customer self-service," stated Jeffrey M. Kaplan, the founder of the SaaS Showplace and Managing Director of THINKstrategies, the strategic consulting firm which conceived and administers the Showplace.

"TimeTrade Systems' TESA solution is a perfect illustration of the tangible business benefits that SaaS solutions can generate for companies like Bosley."

Previous winners of the BoSS Awards have been:

- CrownPeak, a Content Management System (CMS) provider that offers a SaaS solution which helps customers accelerate their Web publishing and better manage their web content.
- ActionStep, a multi-dimensional SaaS vendor based in Auckland, New Zealand. Its end-to-end, Web-based business system includes Marketing, CRM, Sales, Operations, Accounting, and HR management solutions for multi-divisional, multi-currency businesses.
- Xactly, a provider of on-demand sales performance management solutions that enable sales and finance executives to design, implement, manage, audit and optimize sales compensation management programs easily and affordably.
- SPS Commerce, a leading supplier of Software-as-a-Service (SaaS), business to-business (B2B) integration, connecting partners in a supply chain.
- Savvis, an outsourcing provider of managed computing and network infrastructure for IT applications with 29 Data Centers around the world, including London, Singapore, and Tokyo, connected through a Tier 1 network

About the Best of SaaS Showplace (BoSS) Awards

The BoSS Award program is an ongoing initiative to identify and promote SaaS, and 'cloud computing,' companies which are offering on-demand solutions that are generating measurable business benefits for their customers.

BoSS awards nominations are not only accepted on an ongoing basis, but more than one winner can be awarded in each SaaS Showplace Application, Industry and Enabling Technology Supplier category.

BoSS award winners are given special designation on the SaaS Showplace, with a summary of their award-winning solution(s) and customer success story. Award winners

are also recognized in the SaaS Showplace newsletter, and are able to promote their award designation on their website and in pre-approved company material.

For more information or to nominate a BoSS award winner, go to

<http://www.saasshowplace.com/registerforbossaward.html>.

About the SaaS Showplace

Software-as-a-Service (SaaS) Showplace® is a service of THINKstrategies, Inc. This Showplace was established in 2006 to provide the following benefits:

- Give enterprise decision-makers a quick directory of the leading SaaS providers and a convenient source of valuable insight regarding SaaS trends.
- Give SaaS providers a targeted tool to increase their visibility among enterprise decision-makers, and gain access to key enabling technology suppliers.
- Give enabling technology suppliers a specialized platform to increase industry awareness regarding their SaaS solutions.

The SaaS Showplace is now the largest and highest ranked, vendor-independent, online directory and resource center of industry best practices in the SaaS market. For more information, go to www.saas-showplace.com.

About THINKstrategies, Inc.

THINKstrategies, Inc. is the only strategic consulting services company formed specifically to address the unprecedented business challenges facing IT managers, solutions providers and investors today as the technology industry shifts toward a services orientation.

THINKstrategies' mission is to help our clients re-THINK their corporate strategies, and refocus their limited resources to achieve their business objectives. THINKstrategies helps enterprise decision-makers with their sourcing strategies, IT solutions providers with their marketing strategies, and VCs with their investment strategies.

In addition to the Software-as-a-Service Showplace, THINKstrategies is also the founder of the Managed Services Showplace, a vendor-independent, online directory and information resource center of managed service solutions.

For more information regarding THINKstrategies' unique consulting services, visit www.thinkstrategies.com, or contact us at info@thinkstrategies.com.

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About TimeTrade Systems

TimeTrade Systems is the leader in customer self-service appointment scheduling solutions for enterprises and individuals. More than 250 million appointments have been scheduled through TimeTrade. Headquartered in Bedford, MA, TimeTrade offers Web-based solutions that enable customers to streamline operations, improve workflow and increase marketing and sales outreach. The company's customers include some of the largest government agencies, retailers, healthcare, financial services and educational organizations as well as small-to-medium sized businesses. TimeTrade solves complex scheduling issues with high-performance, highly configurable solutions that are scalable

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to handle hundreds of thousands of appointments across multiple locations. TimeTrade Systems can be reached at www.timetrade.com.

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