



Project management software for marketing

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Press Release

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OAK PARK, MI, Dec. 11, 2007 - Vertabase, a leading developer of project management software, today announced that Think Marketing, the largest full-service marketing company and advertising agency in the British Columbia Interior, has increased overall profitability thanks to the implementation of Vertabase software.

Vertabase 4 offers project management tools that accelerate productivity by simplifying and centralizing access to project information and metrics. With Vertabase 4, people can enter information via a range of software applications, manage projects, share reports and then export, share and manipulate these reports with third party applications. Vertabase 4 delivers a simple, intuitive and powerful tool set for both technical and non-technical users.

Based in Kelowna, British Columbia, Canada, Think Marketing offers marketing and advertising services to regional, national and international clients. Specializing in print, broadcast and online advertising, Think Marketing's creative and copywriting teams manage up to about 200 projects at any given time.

"The implementation of Vertabase software has had a major positive impact on our company's increased profitability," said Adam Less, Creative Director and Managing Partner, Think Marketing. "Principally, we use Vertabase to manage workflow. This software helps me understand how busy any individual is at any given time. Now, everyone on the team knows they are accountable for how they manage their time! In turn, improved productivity results in superior profitability. It's that simple."

"Initially, we used a software product tailor-made for production companies. It seemed great but proved to be very complicated and overwhelmed our staff. Even with on-site training, we had a hard time using it. Vertabase is quite the opposite. Within an hour, a new employee can master it. That's the kind of learning

curve we like to see! Just in terms of eliminating time-consuming training, Vertabase Pro has paid for itself several times over," Mr. Less concluded.

About Vertabase

Vertabase's flagship product, Vertabase 4, is a best-in-class project management software solution. Vertabase 4's unique design makes powerful, results-oriented project management tools accessible to non-technical enterprise users. Vertabase 4 features include advanced resource planning, project tracking, time tracking, project dashboards and comprehensive document management. Vertabase's clients include ABN Amro, Bailey Engineering Group, City of Fresno, Commerce Bancshares, Global Electronics, Institute of National Resources of South Africa, Ives Creative, Laureate Education, Mercer Insurance Group, Patients' Hospital, Plymouth Rock, Samson Investment Company, Shore Bank, The Tuesday Group, Unifund, Vector Geomatics, Vicor Power and Washington State Department of Health. Founded in 1997, Vertabase is headquartered in Oak Park MI. For more information, please call (888) 505-0566, write contact@vertabase.com or visit www.vertabase.com.