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PACIFICO'S BEAUTY PRODUCTS INCREASES SALON ORDERS BY 15 PERCENT WITH SCRIBE

Pacifico's and its salon customers reduce the time of order processing from hours to seconds.

BEDFORD, N.H. – May 22, 2007 – Scribe Software, a leading provider of data integration and migration solutions for mid-market business applications, today announced that Pacifico's Beauty Products, a major distributor of Aveda brand products across the western U.S., has dramatically accelerated order processing with Scribe Insight integration technology. The solution, which integrates a proprietary salon management system with Microsoft Dynamics GP, enables the 200 salons and spas that Pacifico's serves to automate order input, increasing the volume of product orders significantly while freeing staff to focus on serving customer needs.

Louis Lago, Director of Technology at Pacifico's, said, "By integrating our customers electronically with Dynamics GP, Scribe Insight has enabled us to improve efficiency dramatically for both our internal staff and salon employees. It turns a several hour job into something that takes less than a minute— with 100 percent accuracy. The efficiency we've gained with Scribe Insight equates to a savings of approximately 1½ to two people, while also helping to increase salon orders between 15 and 20 percent. The salons, too, have reduced their employee costs, which helps their bottom line. It's a big win for everyone."

Traditionally, salons would submit product orders to Pacifico's by phone or fax, and the company's three customer service representatives keyed the orders into Dynamics GP. With as many as 400 line items per order, each order could take hours of intense manual effort. Now, salon orders are written to an industry-standard XML file where Scribe Insight automatically captures the orders and integrates them to Dynamics GP.

Chris Dobkins, President of Njevity, the Dynamics GP partner that implemented the Scribe solution, said, "Achieving this level of integration through custom development would have been far too time-consuming and expensive. And other tools simply don't have the features and speed that Scribe Insight offers. I'd estimate that Scribe Insight is ten times faster than other options available because it uses the Dynamics GP eConnect API. So, it's blazing fast and very flexible. Across the board, Pacifico's is getting much more for its investment with Scribe Insight. It's the only integration tool we recommend."

Peter Chase, Executive Vice President of Scribe, said, "Pacifico's is a great example of how companies can streamline essential processes to improve business efficiency, sell more products, and service customers better by integrating Dynamics GP with other mission-critical applications. And because the Scribe graphical interface eliminates the need for custom coding, even a non-programmer can build sophisticated integrations and migrations—whether they are internal or throughout the company's supply chain."

Scribe Insight is an industry-leading integration tool that combines the flexibility and power of a point-and-click graphical user interface with the Microsoft Dynamics GP eConnect API, enabling seamless integration from a variety of systems and data sources to Microsoft Dynamics GP. Scribe Insight provides all of the tools necessary to design, build, operate, manage, and maintain integrations between any number of systems, providing built-in support for all areas within Dynamics GP, including shared master, customer, item, and vendor; general ledger, receivables; payables; sales order processing, inventory, field service, and purchase order processing.

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About Scribe Software Corporation (www.scribsoft.com)

Scribe Software Corporation provides data integration and migration software solutions that put CRM and ERP to work for its customers. Scribe's products make it possible for companies to sell more and provide better customer service by creating one complete view of the customer. Scribe Software, founded in 1996, is a privately held corporation headquartered in Bedford, New Hampshire.