

P R E S S R E L E A S E

BD-Institute Acknowledges SpringCM as an Approved Provider

April 27, 2010 — CHICAGO, IL and PHOENIX, AZ — Recognized for Supporting Business Development Best Practices for Government Contractors

SpringCM and the Business Development Institute International (BD-Institute) announce SpringCM's selection by the BD-Institute as an Approved Provider, in support of the goals of the Capability Maturity Model® for Business Development (BD-CMM). This selection acknowledges the strength of Privia® by SpringCM, the leading government opportunity lifecycle management solution for government contractors, to provide the methodology, tools and collaboration capabilities needed by companies to capture more government opportunities, enabling them to improve their win rates and capture ratios.

"We are pleased to be selected as an Approved Provider by and have the opportunity to continue to work with the BD-Institute. We view our role as helping our government contractor customers embrace the best practices in people, process and technology within a business development life-cycle to maximize their revenue growth and alignment of their solutions with customer needs," said Steve Maier, General Manager of Government Solutions for SpringCM. "This is another example of SpringCM delivering best practices solutions on its platform."

"For many years, the BD-Institute has recognized the value of technology in helping BD-CMM users institutionalize BD best practices and guide their organizations toward higher performance. We have also been pleased by the number of these companies that have effectively used SpringCM's Privia® product to deploy and manage business winning processes that have helped them dramatically improve repeatability, consistency, and results", said Howard Nutt, Executive Director of the BD-Institute. "Accordingly, we are delighted to now have SpringCM as part of our Community of Practice and be able to work with them to further benefit BD organizations and BD professionals across the country and around the world."

In a recent testimonial, Alfred Elliott, Vice President of National Intelligence and Homeland Security at JB&A , noted, "We graduated from being a small business about 4 years ago and quickly realized that the processes and procedures we had used to get us to that point were not going to carry us to the next step. We initiated a strategic planning process and evaluated ourselves against the BD-CMM model - we found that we were at the very beginning of that process. We simultaneously implemented a program for ISO certification and adopted Privia® as the technology solution to assist us in the management of data and information through the various stages of the CMM model. Privia® has not only helped us reach Level 3 maturity in our business development processes, it has also served as a data management and asynchronous collaborative/communications platform. It enables us to continually monitor both tactical and strategic performance so that we are confident we are satisfying the requirements of the customer and meeting our strategic goals and objectives while efficiently using manpower and dollar resources."

About SpringCM

SpringCM is the recognized market leader in cloud enterprise content management. With delivery in days and at a fraction of the cost, organizations using SpringCM streamline their inefficient document processes with customers, vendors, and remote operations. Organizations such as Dresser, BillingTree, ACS, and Cox are achieving a payback in as little as 40 days in areas such as case management and claims processing, bids and proposals, regulatory inquiries and accounts payable. Don't let your

experience with the expense, complexity and risks of on-premise enterprise content management software slow you down.

www.springcm.com

About the Business Development Institute International

The BD-Institute is a non-profit organization dedicated to promoting business development excellence through the BD-CMM. The BD-Institute's mission is to promote an innovative community of practice in business development through appraisals and self-assessments, best practices, certifications and benchmarking. The BD-Institute provides a basis for collaboration among diverse communities of practice, and emphasizes business-development transformation and continuous improvement as prerequisites for cutting-edge business results.

www.bd-institute.org

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