

The Annuitas Group and BroadPoint Technologies Announce Strategic Alliance

Alliance improves the value of marketing automation and sales performance

February 23, 2010: Grand Rapids, MI - The Annuitas Group, a recognized leader in lead management process consulting, today announced a strategic alliance with BroadPoint Technologies, a leading provider of business consulting services in the Mid-Atlantic. The alliance enables both consulting firms to provide end-to-end sales and marketing services and expand key offerings to clients.

Keys to the alliance are each company's unique value propositions. The Annuitas Group has developed a process-based methodology that evaluates a company's lead management program and its use of marketing automation software. BroadPoint's expertise lies within their knowledge of Microsoft Dynamics CRM and its role within the sales process. Combined, the companies have an offering that spans both sales and marketing processes, identifying gaps and opportunities within. For customers, this means a holistic view and evaluation of their sales and marketing lead programs and an improved return on their investment.

"Sales play an integral role in the development and implementation of a holistic lead management process," said Carlos Hidalgo, President of The Annuitas Group. "With customers currently running Microsoft Dynamics CRM, it was important to find a partner who understands the value of a process-based approach to lead management. BroadPoint Technologies clearly demonstrates this and we are excited to help our customers obtain the most value from their investments."

"Many companies continue to struggle with the disconnect between marketing and sales, and as a result, leads falling through the cracks. In the current economic environment, our clients can't afford to miss one opportunity," noted Lee Raely, BroadPoint CEO. "Our relationship with The Annuitas Group provides an approach that maximizes the value of marketing automation to improve sales performance quickly."

The partnership will include referrals, co-marketing opportunities and co-development of service and solution offerings.

About The Annuitas Group

The Annuitas Group is the leading provider of sales and marketing process consulting services for B2B technology, financial and manufacturing companies. With more than 30 years of combined experience, The Annuitas Group helps clients achieve greater marketing and sales efficiency through more productive and efficient lead management, marketing automation and demand generation programs. In all, The Annuitas Group has been able to identify over \$300 million of potential revenue within their clients sales and marketing process. The Annuitas Group is also a strategic services and implementation partner of Silverpop, the leading provider of email and marketing automation solutions. In 2009, co-founders Jay Hidalgo and Carlos Hidalgo were ranked one and two respectively in the Sales Lead Management Association's (SLMA) 50 Most Influential People in Sales Lead Management list. For more information, visit www.annuitasgroup.com.

About BroadPoint

BroadPoint Technologies is a business consulting firm that helps organizations manage their financial operations and business processes for greater success. BroadPoint aids companies in solving complex business challenges with smart [technology solutions](#) based on quality thinking, extensive [business expertise](#) and innovative [problem-solving](#). BroadPoint partners with Microsoft, Oracle and ASI to deliver standard and custom technology solutions and integrations that enhance business performance. Headquartered in the Washington, D.C. metro area with three regional [offices](#), BroadPoint serves 400+ clients in 31 states and 6 countries. For more information, contact us at www.broadpoint.net. BroadPoint Technologies – *Bright Ideas for Better Performance.*