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**IMN e-newsletter platform helps SAP® Business One reseller
Apollo Consulting gain 1,600 percent ROI and focus on hottest leads**

*Automated system offered through SAP enables Apollo Consulting
to cut production time from days to hours*

WALTHAM, Mass., March 25, 2008 — International enterprise application consultant Apollo Consulting (www.apollocon.com) is spending more time generating and following hot sales leads and less time producing the newsletters that uncover them thanks to an IMN-powered e-newsletter system that cuts production time from days to hours. Apollo Consulting, an SAP America, Inc. a gold channel partner reseller, estimates its return on investment from its IMN-generated e-newsletters at 1,600 percent, compared to its previous system.

Apollo Consulting uses IMN's Total Channel Communications (TCC) e-newsletter platform through a program SAP established to support its resellers. TCC is an Internet-based service that makes it easy for vendors to offer high-quality, pre-developed editorial content to resellers. SAP provides content to Apollo Consulting, which adds localized content and brands the content with its own graphical identity before sending it to 1,900 customers and prospects. IMN's powerful analytics track reader responses and uncover warm leads in real time.

“Before TCC, the cost and effort of producing an e-newsletter weren't generating the results and the return on investment (ROI) sufficient to make it all worthwhile. Now, it takes me just a few hours to put out a newsletter from start to finish,” said Jennifer Chow, marketing manager at Apollo Consulting. “This gives me the time I need to track results more effectively and to concentrate on my other priorities.”

“TCC is a unique and highly beneficial marketing program,” Chow said. “The feedback we get is universally positive. Our sales executives really likes the reports because they are easy to use and

accurate. They provide visibility into the readers' interests and helps them target their calling efforts. And as importantly, our clients and prospects like – and read – the e-newsletters.”

IMN designed TCC to have an immediate bottom-line impact by enabling resellers to zero in on the hottest sales prospects; those who show their interest by reading articles in the e-newsletters and clicking on “request a meeting” and “request a demo” links.

“The best thing a large company like SAP can do for its resellers is give them the tools they need to book sales meetings,” said IMN Vice President of Business Development Jeff Mesnik. “Apollo Consulting’s 1,600 percent return on investment demonstrates that content is a powerful sales tool when it’s in easy-to-use formats that enable resellers to quickly distribute it to prospects. Apollo’s experience illustrates the connection between compelling content and scoring sales meetings.”

About IMN

IMN specializes in e-communications services for sales and distribution networks, enabling technology companies to support their reseller organizations with multi-media capable email and e-newsletters, which are designed to drive measurable brand impact and product visibility for the technology company, as well as leads and sales for the reseller. IMN also provides a comprehensive automated solution for managing all of the content for such collaborative e-marketing programs, freeing resellers from the need to create content. IMN serves customers worldwide and is headquartered in Waltham, Mass. Additional information can be found at www.imninc.com or by calling 1-866-964-NEWS.

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