



## FOR IMMEDIATE RELEASE

### **Optura Software Reports 34% Increase in Revenue for 2004**

*xCollaboration solution sales and channel development drive strong year to year growth*

**Phoenix, AZ, December 31, 2004** - Optura today announced that a combination of successful xCollaboration product sales – led by Vendor Invoice Management – and contributions from its channel sales efforts generated a year to year revenue increase of 34%. Demonstrating strong customer acceptance of Optura's xCollaboration products, Optura was able to exceed its aggressive yearly plan in both revenue and profitability. In addition, channel relationships with industry-leading services providers and complimentary product companies contributed to successful new customer engagements and wins.

Optura's year to year growth in revenue reinforces that customers are focusing on business process optimization as a primary way to increase productivity and reduce costs. "During 2004 we focused Optura's energies on expanding our product architecture to a more open platform, channel partner expansion, and sharpening our professional services skills.", said Coleman Barney, CEO of Optura. "The year's results speak for themselves and leave us positioned exceptionally well for 2005."

Optura's fourth quarter achievements added to an already impressive set of accomplishments during 2004. These included:

- Significant inroads into the energy, chemical and consumer products goods segments through new customer wins with several of the worlds leading specialty chemicals, energy, food products, manufacturing, and pharmaceutical companies.
- Delivery of new versions of Optura's Market-Leading Financial and Logistics Applications. These new versions provide superior collaborative functionality through Portals, enhanced workflow and new best practices models, and improved reporting features.
- Establishment of channel relationships with key Solutions Integrators, imaging, and archiving product companies. By building alliances with these industry-leading partners, Optura expanded its ability to meet the scale and service requirements that customers are asking for – while increasing Optura's reach geographically.

"Optura's on-going sales and delivery success with customers proves the point that our solutions are what organizations are looking for to achieve a greater return on their investments in enterprise software." said Sam Ahuja, Optura Vice President and Chief Process Architect. "By adding new product features and broadening our market through relationships with channel partners we have executed on our goals and furthered our lead as a provider of process optimization solutions."

### **About Optura**

Optura develops Business Process Optimization (BPO) software that help customers capture more value from the significant investments companies have already made in enterprise systems. Optura develops and supports a line of packaged workflow applications under the xCollaboration™ product line. xCollaboration products include



Optura Vendor Invoice Management™, Optura Master Data Management™ and Optura Customer Order Management™. For more detail, visit [www.optura.net](http://www.optura.net).

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