

SpringCM Acquires the Privia Government Proposal and Contract Management Product from Synchris, Inc.

February 20, 2008 - SAN MATEO, CA Acquisition Adds Key Technology and Market Expertise for Leading Provider of On-Demand Enterprise Content Management

SpringCM, the leader in on-demand document management and workflow solutions, today announced the acquisition of assets of Synchris, Inc., including its Privia line of bid, proposal and contract management software. Privia is the leading bid and proposal life cycle management software for businesses bidding on federal, state and local government contracts. Terms of the transaction were not announced. The Privia staff and business will operate as SpringCM's new Government Solutions Division. SpringCM will fully support the Privia product, and all customer contact points will remain the same.

Privia provides complete life cycle management of government requests for proposals, especially those done as Indefinite Delivery, Indefinite Quantity (IDIQ) or multiple award schedule contracts. It is estimated that as much as 60 percent of federal spending is awarded through IDIQ contracts. Contractors face challenges in managing not only the initial bid process but also the subsequent award of hundreds or thousands of task orders governing specific deliverables, each one of which must be responded to within a specific time period. Privia offers unique features to manage this complex process including:

Integration with information services – Through integration with leading information sources such as FedBizOps, Centurion, epipeline, INPUT and FedSources, detailed information on upcoming bids may be identified and automatically downloaded for tracking in Privia.

Comprehensive document management and collaboration – Used to manage the development and re-use of proposal content, basis of estimate and pricing, past performance, marketing collateral, subcontractor teaming agreements and past performance.

Task order management response tracking – Introduced in 2007, Privia now has the ability to manage the capture of task order requests, automate the search for past performance data associated with each company's subcontractors by contract requirement and provide a workflow-based management of the response process. Identification of past performance data is critical in creating timely, accurate and winning responses to task orders.

As part of SpringCM, Privia will be offered as the Government Bid and Proposal Management Solution from SpringCM. SpringCM already provides a comprehensive Contract and Proposal Management Solution for commercial contracts and, as part of the Salesforce.com AppExchange, offers Contract and Proposal Management fully integrated with the leading on-demand CRM platform. With this addition, SpringCM now offers the leading product for managing government proposals and contracts. Privia will continue to be delivered as both an on-demand service and on-premises installed software.

Privia will become part of the new Government Solutions Division of SpringCM, located in Sterling, Va. The charter of this group will be to continue Privia's leadership in government contracting while developing opportunities for other content-based applications both within the government contractor community and directly with the government. Steve Maier will serve as vice president and general manager of the Government Solutions Division of SpringCM. Maier joins SpringCM from Novell, where he served as VP of Strategic Partner Development and focused on developing business relationships with top-tier consulting and systems integration organizations. Prior to Novell, Maier worked at Pearson Government Solutions as VP for Homeland Security.

In this position, Maier oversaw the Transportation and Safety Administration (TSA) recruiting program that processed more than six million job applications and resulted in the placement of 62,901 screeners in 429 commercial airports in under six months. Before joining Pearson, Maier held senior management positions with several leading technology companies including US Internetworking and Sybase.

Steve Maier stated, "I am extremely pleased to join SpringCM on this important occasion. Privia has earned a reputation as the leader in managing complex, multiple-award proposals and contracts. We intend to enhance that reputation as part of SpringCM because we are able to offer comprehensive document and process management that has broad applicability to project management, accounts payable and other contracting functions. We look forward to bringing the full spectrum of SpringCM's capabilities to the government contractor and government sectors."

Dan Carmel, CEO for SpringCM, added, "With this important acquisition we are in a unique position to address the bid, proposal and contract needs of both commercial and government contractors. We look forward to welcoming Privia users into the SpringCM customer community and are very pleased with the addition of the talented staff from Synchris. As the leader in on-demand ECM, we will continue to look for content-based applications like Privia that can benefit from our platform capabilities."