

Media Contact:
Emmanuel Gonnet
GEM-UP CONSULTING
905 486 0587
info@gem-up.com

MS2C Management Scorecards Now Available on the Force.com AppExchange from Salesforce.com

Customers can now deploy MS2C directly within Salesforce CRM for better enterprise performance.

Toronto – June 1, 2009 – GEM-UP CONSULTING today announced the availability of MS2C for salesforce.com's Force.com AppExchange. MS2C is an integrated enterprise performance solution helping organizations implement and better control their strategy through balanced scorecards. Built using the Force.com platform, MS2C is immediately available for test drive and deployment on the Force.com AppExchange at <http://www.salesforce.com/appexchange/>.

MS2C integrates the business planning and strategic process in a simple and efficient collaborative environment. MS2C facilitates the communication and control of the business strategy and enforces a focus on the performance of the enterprise. Featuring SWOT, Porter's five forces, PESTEL, Balanced Scorecards, Strategic project portfolio management and accountability framework, MS2C delivers a complete management platform to the performance-hungry enterprise.

"This product reflects the simple but efficient principles and best practices of enterprise performance management. By defining and tracking to Key Performance Indicators (KPIs), organizations maximize their strategy and operational decisions," said Emmanuel Gonnet, President and CEO of GEM-UP CONSULTING. "Managers and users will be delighted to gain efficiency through a fully integrated solution".

"Management scorecards are a well-proven solution to help with aligning business strategy and performance management," said Kendall Collins, chief marketing officer, salesforce.com. "MS2C has now brought these solutions to the cloud via the Force.com AppExchange."

About the Force.com Platform and AppExchange

Force.com is the only proven enterprise platform for building and running business applications in the cloud. The Force.com platform powers the Salesforce CRM applications, more than 800 ISV partner applications like those from CODA and Fujitsu, and more than 100,000 custom applications used by salesforce.com's 55,400 customers such as Japan Post, Kaiser Permanente, KONE and Sprint Nextel.

Force.com is the fastest platform for building and deploying complex business applications. Unlike a stack of disparate client/server hardware and software products, Force.com unifies the development and deployment model from the database to the device, allowing developers to easily assemble applications with clicks, components and code, and then instantly deploy them on salesforce.com's trusted global infrastructure. Customers and partners are using Force.com to build all kinds of business applications from supply chain management to compliance tracking, brand management, accounts receivable, claims processing applications and much more.

Applications built on the Force.com platform can be easily distributed to the entire cloud computing community through the Force.com AppExchange marketplace at <http://www.salesforce.com/appexchange/>.

About the GEM-UP CONSULTING

Based in Toronto, GEM-UP CONSULTING (www.gem-up.com) is a management consulting organization dedicated to helping all organizations perform better in the modern economy. GEM-UP CONSULTING achieves this through a combination of technologies and consulting services.

MS2C is accessible at www.managementscorecards.com