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FOR IMMEDIATE RELEASE

SMA Management Systems Forms New Division

SMAconnect Focuses on Reporting and Business Intelligence

White Plains, NY (February 19, 2009) – SMA has added a new division, *SMAconnect*, targeted to help clients implement business intelligence (BI) and reporting solutions so they can make better business decisions. *SMAconnect* offers best-in-class BI software and reporting applications that allow clients to extract and analyze data in real-time, enabling them to manage “by fact,” as well as explore “what-if” scenarios.

“We have been growing our reporting capabilities and offerings for several years. Based on client feedback we are increasing our commitment to business performance management through the creation of the *SMAconnect* division,” says SMA President Steve Dreyer.

“Whether it’s for IT support, finance, sales, fulfillment, customer service or other key business operations, it is critical to be able to draw data from different sources, ensure its integrity, interrelate information in meaningful ways, and create visual reports that can be shared, analyzed and manipulated. By using best practice metrics and key performance indicators (KPI) our clients will be better able to assess and measure the current state of their business within an historical as well as predictive context,” he adds.

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The new *SMAconnect* website – www.smaconnect.com – features BI and reporting services, scalable technologies and resources. SAP BusinessObjects applications, Crystal Reports, Microsoft SQL Reporting Services as well as SMA’s own in-house SMART for HEAT toolkit and SMA’s ReportingEdge for IT dashboard package are highlighted.

ReportingEdge for IT is a new SMA solution geared to organizations using the most popular service desk systems, such as HEAT, FrontRange ITSM, and Remedy, who want to enhance the efficiencies and quality of their help desk processes. Some service desk applications offer only basic reporting functionality. SMA’s solution includes pre-built, real-time dashboards and reports, as well as customizable options which connect to commonly used IT service management databases.

Visitors to the *SMAconnect* website will also find a wealth of BI resources such as reporting best practices, online education, webinars, public classes, BI white papers, free software trials, demos and examples of dashboards for different business applications.

Particularly in these turbulent economic times, it’s critical for organizations to be positioned to better compete and even survive. “By creating *SMAconnect* and bringing an even larger menu of business intelligence offerings to our clients, we can provide the resources to help them make more informed decisions,” sums up Dreyer.

Inquiries about *SMAconnect* services and technologies can be made by phone: 914.686.0300 or email: info@smaconnect.com. More information on *SMAconnect* is available at www.smaconnect.com.

About *SMAconnect* and SMA Management Systems

Since 1984, SMA Management Systems has provided help desk and support center solutions to Fortune 1000 corporations, small and medium-size businesses, educational institutions, hospitals, government and not-for-profit organizations. SMA consultants ensure successful project delivery through services such as IT service management assessments, reporting,

product selection, customization and integration. SMA's services also include certified training and Crystal Report development. The company's methodologies have been recognized by the Gartner Group and have been published in national periodicals. SMA has been featured in *SupportWorld*, *Computer Reseller News (CRN)* and *destinationCRM.com* and has authored best practices technology white papers. SMA consultants regularly present at Help Desk Institute and itSMF events and collaborate with Pink Elephant, the world's leading IT service management education and consulting provider, on ITIL and Service Management educational events and webinars. The company created the *SMAconnect* division in 2008 to further focus on business performance management through reporting and BI solutions. SMA has offices in New York and across the U.S. More information on SMA is available at www.smasystems.com or call 888.762.5989.

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