



NEW END-TO-END SAAS BASED PROFESSIONAL SERVICES AUTOMATION (PSA) SOFTWARE ENTERS THE NORTH AMERICAN MARKET– 360 WORKBOOK

WORKBOOK SOFTWARE A/S AND 360 VISIBILITY INC. ANNOUNCES THEIR PARTNERSHIP FOR THE DISTRIBUTION AND SALES OF THE WORKBOOK SUITE OF PRODUCTS TO PROFESSIONAL SERVICES ORGANIZATIONS IN NORTH AMERICA.

TORONTO, ONTARIO – FEBRUARY 21, 2011

Effective February 21, 2011, 360 WorkBook will be made available to the Professional Services market in North America on a pure SaaS model.

360 WorkBook is an all-in-one, SaaS (cloud-based), executive management tool that is tailored specifically for Professional Services firms which offers:

- Financial Management
- Pipeline Management
- Project Management/Planning
- Resourcing Planning
- Time/Expense Management
- Estimating/Invoicing
- Communication Management
- Time & Material Entry
- Purchase Order Management
- And many more features/functions

360 WorkBook Software targets the following market segments: Advertising & Design, Communications & Public Relations, Digital & Web, Architects, Engineers, Tax & Audit and Consulting organizations.

360 Visibility was chosen as the strategic partner to offer WorkBook Software in North America because of their long history of servicing professional services firms such as: Cossette, ResPublica (National PR), Grey Advertising and Bensimon Byrne.

“As an industry leader, it is extremely important to me that we are able to present products and solutions that are cutting edge technology and leverage the latest trend in cloud-based computing models for our customers,” explained Lynn Cooke, President of 360 Visibility .

WorkBook is a complete solution delivered on a per user, per month usage contract, based on the technology of Microsoft Silverlight® and Microsoft SQL Server®. WorkBook also has a tight integration to Microsoft Dynamics® products for those customers that wish to leverage their existing investment in Microsoft Dynamics.

“We are very excited about extending our global reach to both Canada and USA. We are confident that 360 Visibility will gain a significant foothold in the same market segments we have had success with in Europe. With a strong partner like 360 Visibility, who knows the industry, we know we will be able to build a solid partner channel in North America,” said Henrik Skov Pedersen, Chief Operating Officer of WorkBook Software A/S.



NEW END-TO-END SAAS BASED PROFESSIONAL SERVICES AUTOMATION (PSA) SOFTWARE ENTERS THE NORTH AMERICAN MARKET– 360 WORKBOOK

ABOUT 360 VISIBILITY INC.

360 Visibility is a Toronto-based business solutions company dedicated to enabling enterprise participants to make swift, well-informed, coordinated and above all profitable business decisions. In short, we help you see clearly and act faster. By providing clients with the enterprise software (ERP/CRM), communications systems and technology infrastructure that allows them to effectively pilot their business, capitalize on opportunities and avoid pitfalls, we ensure our clients can compete and win in today's challenging and dynamic business environment.

ABOUT WORKBOOK SOFTWARE A/S

WorkBook specializes in developing systems for project driven organizations with tight integration to business systems like Microsoft® Dynamics and other Microsoft platforms. Our systems handle all work related processes - from CRM and new businesses, project and resource handling, mileage allowance, expenses, time registration, document handling, invoicing, accounting and management reports.

Contacts:

WorkBook Software A/S, Chief Operating Officer, Henrik Skov Pedersen: +45 26 77 82 77

360 Visibility Inc., President, Lynn Cooke: +1 905 907 3600