DMSI
Desktop Marketing Solutions, Inc.

For Immediate Release

Dydacomp and Desktop Marketing Solutions Inc. Establish New Strategic Relationship with the Release of Multichannel Order Manager, Version 8
Independent solution provider offers key services to M.O.M. users including data conversion, deduping, shopping cart integration, report writing and customizations

October 13, 2011 (Totowa, NJ and Falls Church, VA) — Dydacomp and Desktop Marketing Solutions Inc. (DMSI) today announced that the companies have established a new strategic relationship as part of the launch of Multichannel Order Manager (M.O.M.), Version 8. The latest version of M.O.M. incorporates an open Application Programming Interface (API) that enables online and cross-channel merchants to utilize any third party ecommerce platform to meet their business needs. DMSI can help them take advantage of the API and has been supporting M.O.M. users since 1999, helping more than 100 e-retailers and catalogers get started with Dydacomp's software, configure it with their business model, and use it effectively for marketing, order processing and fulfillment.

"Many of the companies we work with have more than 25,000 customers and may be marketing via the Internet, catalogs and retail stores. For them, M.O.M. provides an excellent way to integrate order entry and fulfillment across channels," said Bruce Gregoire, President of Desktop Marketing Solutions Inc. "We believe in the software, have had excellent experiences with it in the past, and look forward to leveraging the API and new tools Dydacomp has made available to its customer and independent consultants who support them."

In addition to M.O.M. services and support, DMSI also integrates its own software with the M.O.M. framework. WiseGuys CRM provides data mining tools that help merchants send the right message to the right people at the right time. The integration with M.O.M. provides:

- Advanced customer deduping and householding
- Highly specialized RFM analysis (Recency, Frequency, Monetary Value) to target customer mailings for higher yields
- Matchback Response Analysis to allow marketers to see the ROI on each segment of their mailings
- Lifetime Value Analysis to measure the success of customer retention initiatives
- Market Basket Analysis to deliver cross-sell probabilities
- Landing Page Optimization to show which web page a Google keyword should be directed to

"We are very excited to introduce DMSI to our clients as part of the M.O.M. Version 8 and API launch," said Rob Coon, Senior Vice President for Dydacomp. "Their experience supporting the M.O.M. community independently for over a decade is a great foundation to quickly build on with M.O.M. V8 and the API. We are looking forward to working with our mutual customers as they implement Dydacomp's solutions to gain new revenue opportunities and overall cross platform efficiencies."

Executives and merchants who are interested in getting help with M.O.M. can learn more about the services DMSI provides, and download free database marketing tips, at http://www.momexechelp.com.

About Dydacomp

Dydacomp solves the business automation and order management needs of eCommerce, catalog, DRTV, and traditional point-of-sale businesses worldwide. Since 1986, nearly 10,000 companies have relied on the Multichannel Order Manager (M.O.M.) solution to streamline processes, increase efficiencies and boost revenue in areas such as inventory control, order entry, customer maintenance, credit card processing, list fulfillment, shipping and more. Through its open API, M.O.M. connects to virtually any eCommerce platform as well as SiteLINK®, the company's cloud-hosted eCommerce solution. With M.O.M. and SiteLINK, SMB clients manage over a million online shoppers daily, nearly ten million in gross merchandise sales every day, and optimize over $4 billion in inventory. Dydacomp's solutions provide them with the keys to drive business growth. For more information, visit www.dydacomp.com.

About Desktop Marketing Solutions, Inc. (DMSI)
Desktop Marketing Solutions is a full-service resource for database marketing software, programming, installation and applications. Offering a rare combination of experience in both direct marketing and database technology, with a special emphasis in catalog retailing, DMSI bridges the gap between marketing and databases for its clients. In 2006, DMSI's flagship product, WiseGuys, received the National Center for Database (NCDM) Excellence Award, joining the ranks of companies like Dell and SAS. Desktop Marketing Solutions is headquartered in Falls Church, VA and maintains a website at www.desktopmarketinginc.com.

Disclaimer
Brands and products referenced herein are the trademarks or registered trademarks of their respective holders.

Press Contact:
Craig Abramson
Director of Marketing
Dydacomp
800.858.3666 ext. 224
craig.a@dydacomp.com

Bruce Gregoire
President
Desktop Marketing Solutions, Inc.
703.941.8109
info@DesktopMarketingInc.com