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FOR IMMEDIATE RELEASE

Aha! Launches Max

*Breakthrough, self-service analytics for sales performance optimization
on SugarCRM*

DENVER, CO— May 16, 2007—Aha! Software, a leader in software-as-a-service (SaaS) analytics, announces the launch of Max, an on-demand sales pipeline forecasting optimization service for SugarCRM users. Max is powered by the Aha! engine to deliver sales analytics that can give any company's sales performance a double-digit boost.

Max delivers on SugarCRM's goal of providing flexible, cost-effective alternatives to proprietary sales-analysis tools for their community. "The ability to put predictive technology in the hands of our user community is truly a breakthrough. Until now, these capabilities were available only to the few large companies that had the resources to develop, support and maintain them," said Paul Oh, Director of Technology Alliances of SugarCRM.

Max gives SugarCRM's users reliable, proactive, and accurate decision-making power. With Max, sales and finance professionals can make decisions to achieve their revenue goals and leave the guesswork behind.

"We are excited to be partnering with SugarCRM to launch Max to its community and the market at large. We also are collaborating with them on making analytics services available to all product managers and their teams in the SaaS market. SugarCRM's commitment demonstrates why they are the world's leading provider of open-source CRM for all companies." said Mark Teflian, CEO of Aha!

Max is fully integrated with SugarCRM's entire product lineup. Max is now available on SugarCRM's SugarExchange.

Other key features in Max include:

- *Interactive analytics reporting capability* for all features built into standard SugarCRM applications — including simulation access to every opportunity in the pipeline and custom what-if and filter support.
- *High-performance execution* — Performing thousands of simulations in less than a minute.
- *Results management and sharing* — results can be stored in Max for use across the customer's organization or kept privately for each user.
- *Data security* — Max observes and enforces all data security rules that customers have defined for their products and services.
- *Filters and caches* — Max remembers every simulation you have run and replays at them any time by salesperson, region, channel productivity, revenue by pipeline, revenue by territory, sales effectiveness, and more.
- *Max care and support* — Max is backed by a professional care team who can help customers use Max to its full potential.

Introductory Pricing – Max Subscriptions Available Now

Go to - http://www.sugarexchange.com/product_details.php?product=381
Max can be evaluated within any customer's Sugar CRM environment at no charge for up to 30 days. Special introductory pricing starts at \$288/year, only \$24 per user per month, which includes a two-business-day customer care response.

ABOUT Aha!

Aha! Software is a leading software-as-a-service (SaaS) provider that delivers on the promise of breakthrough analytics. The powerful Aha! engine enables fast, easy creation and access to business intelligence that is easy to use and available at an unprecedented price for this variety of analytics. Founded in 2003, Aha! Software delivers a unique line of right- time, self-service analytics offered through partnerships, exchanges and private in-house solutions. For additional product or partner information go to www.ahasoftware.com

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