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Progress Introduces 'EasyAsk Operational BI for Sales and Marketing Analytics'

New EasyAsk software solution provides sales and marketing professionals with quick and easy access to critical information

BEDFORD, Mass. - March 4, 2008 - [Progress Software Corporation](#) (NASDAQ: PRGS), a global supplier of application infrastructure software used to develop, deploy, integrate and manage business applications, announced today that [Progress® EasyAsk® for Operational Business Intelligence \(BI\)](#) software is now available as a turnkey sales and marketing analytics solution. This EasyAsk for [Operational BI](#) solution delivers the ability to quickly and easily access and analyze relevant customer and marketing data without requiring knowledge of the underlying data structure or the skills needed to operate a complex reporting tool.

The Sales and Marketing Analytics solution leverages EasyAsk Operational BI software to allow business users to ask questions in natural language (i.e., "list all customers that bought X and not Y in the last quarter"); the software will immediately generate a report in response to the question, providing a rapid vehicle for customer segmentation, campaign list development or providing sales with a prioritized call list for up sell and cross-sell opportunities. These newly created reports can be saved for future reference and made available to others that may also be able to leverage this information. Moreover, EasyAsk will also expose existing BI assets that may be relevant.

EasyAsk Operational BI provides sales and marketing professionals with the same information access that was once only available to IT departments and executives. This former inability to retrieve information and the reliance on IT can cause bottlenecks whenever new information is required, preventing them from making critical business decisions in a timely manner. Using this solution, sales and marketing professionals can retrieve information as easily as their IT counterparts, and use it to develop sales and marketing strategies and execute tactics.

This solution includes a specialized dictionary with sales and marketing terms and phrases that can be easily customized with additional language or words that are familiar to companies or industries. With this EasyAsk solution, companies can provide sales and marketing professionals with the access to BI data existing in multiple databases. This increased access to data, coupled with EasyAsk's interoperability with 3rd party vendor BI tools, creates a cost effective way to maximize the productivity of sales and marketing professionals.

"In the past, companies struggled to provide sales and marketing professionals the access they need to view essential business intelligence, which ultimately inhibits their ability to make timely decisions and potentially reduces their effectiveness," said Dr. Larry Harris, vice president and general manager of Progress EasyAsk. "EasyAsk® Operational BI software frees up relevant information by exposing actionable insight into opportunities for revenue and bottom-line improvement those individuals in sales and marketing are uniquely positioned to leverage quickly."

About Progress Software Corporation

Progress Software Corporation (NASDAQ: PRGS) provides application infrastructure software for the development, deployment, integration and management of business applications. Our goal is to maximize the benefits of information technology while minimizing its complexity and total cost of ownership. Progress can be reached at www.progress.com or +1-781-280-4000.

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