sales-i Inks Strategic Partnership with BlueSky Software

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- New partnership offers seamless product integration for the Office Supplies Market -

Solihull, UK – November 4th, 2008 – sales-i, (www.sales-i.com) the real-time sales intelligence service for front line sales people today announced that it has signed a strategic partnership agreement with BlueSky Software Solutions, (www.blueskysoft.co.uk), the provider of business solutions that underpin office products companies. The new partnership has led the way to a full integration between sales-i and BlueSky's flagship product, Horizon™.

BlueSky has a strong pedigree in the office products industry with more than 20 years of development know-how and experience built into its Horizon business system which was developed specifically for office supplies companies. More than 70 such companies in the UK and Ireland rely on Horizon solutions as the foundation of their businesses today.

"There is a very natural synergy between sales-i and BlueSky," commented Derek Blood, BlueSky's Commercial Director. "We both develop key solutions for the office supplies industry and our combined knowledge of this industry is vast. Together we offer a very strong integrated sales and business intelligence proposition that is unmatched elsewhere and we look forward to building an increased share of this relatively untapped market."

sales-i and BlueSky's development teams have now completed the integration between their respective systems which will allow office supplies companies to seamlessly transfer sales, product and customer data from Horizon to sales-i. Once in sales-i the process of identifying changes in customer buying behaviour begins immediately, delivering real-time alerts via laptops and smartphones to desk and field based sales people. "This was our first development project involving an external supplier and it was a painless process. The integration went very smoothly and quickly and we are now in a position to offer our customers transparent data integration to sales-i."

sales-i has enjoyed some very high profile successes in the office products industry since its launch earlier this year including key buying groups like Integra and Office Friendly and dozens of office supplies companies including Harts, Grafton Products, Irongate, Whitakers, Claire Clifford, Langstane, Denis Smyth Office Products, Bennett Sykes, DG Office Supplies and Woods Business Services etc and several recent wins in North America including, Office Central and Midwest Office Supply.

"We are delighted to work closely with BlueSky Software which has developed a great reputation with Horizon amongst office supplies dealers," commented Kevin McGirl, co-founder of sales-i. "We now have a very strong combined proposition that can transform the sales successes and buying visibility of all Horizon users and we look forward to promoting this jointly over the coming weeks."
To find out more about sales-i please visit www.sales-i.com

About BlueSky Software Solutions
BlueSky Software Solutions is the fastest growing back office systems supplier exclusively developing software and IT services for UK Office Products Dealers.   Launched two years ago BlueSky attributes its

strong growth to the exceptional customer service it provides and that listening to customers is what drives its development programme.

With offices in Hilton, Derbyshire and Dublin, Ireland BlueSky is a highly experienced and forward thinking team with many years of experience in systems implementation in the Office Products industry. For more information call +44 1283 731460 visit www.blueskysoft.co.uk or email info@blueskysoft.co.uk.

About sales-i

sales-i© is a real-time sales intelligence service for frontline sales people. Through sales-i, sales professionals are equipped with real-time customer buying behavior alerts which are delivered by email and text messaging, empowering them to make better informed, personalized and faster decisions which maximize repeat sales and reduce customer slippage.

sales-i is a true Software-as-a-Service solution charged on a per-user, per-month, basis.

Sales and marketing organizations rely on sales-i to maximize their sales intelligence. This delivers protected customer share, better margins, visible cross-sell and up-sell opportunities and increased customer buying behavior know-how resulting in more intelligent, profitable selling.

sales-i is a privately held company with offices in California, USA and Solihull, UK. For more information about sales-i visit www.sales-i.com or email tellmemore@sales-i.com

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