

Financial services sector demands industry expertise for cloud computing - Saaspoint and Worldflow partner up

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London, UK; 30 April 2009 - Leading cloud consulting specialist, Saaspoint (<http://www.saaspoint.com>) has partnered with banking and insurance technology solutions provider Worldflow (<http://worldflow.net>) to offer the Financial Services sector unrivalled skills and market expertise in deploying Software as a Service (SaaS) applications.

Financial institutions are facing a challenging and uncertain future, with calls for tighter regulatory controls and more effective compliance. They need to control and reduce costs, and at the same time maintain revenues and find new markets and customers. While these pressures are not new to the sector, meeting them in the current economic climate has become an almost impossible task using traditional technology solutions.

Saaspoint and Worldflow believe that by working together they can use their in-depth knowledge of the financial marketplace to provide advice and solutions that can be delivered cost-effectively through the cloud.

Colm Mulcahy, Managing Director of Saaspoint, said: "Worldflow is the ideal choice for us to partner with in Financial Services. The company has a reputation as a no-nonsense and trusted supplier across the whole sector - their strength is their depth of business knowledge that comes from having worked in banking and insurance for 25 years. We are also very similar companies and share the same business values."

Frank McCracken, VP Professional Services, Saaspoint, added: "When Tim Pullen, head of our consulting division, introduced us to Worldflow we looked at their technical skills as well as their vertical market business knowledge. Both are exceptional – they're a natural fit for us. The combination of our world-leading expertise in SaaS technology and experience gained through delivering over 300 projects, alongside Worldflow's presence in Financial Services will be a real asset for customers."

Steve Jarrett, Worldflow's Managing Director, commented: "We firmly believe that the SaaS environment will grow in the Financial Services arena to address a wide range of functional areas. The combination of Saaspoint and Worldflow creates a winning team able to deliver the best-in-SaaS solutions to our shared client base."

SaaS technology provides a robust and scalable enterprise platform on which to develop industry-specific

solutions. The low cost of entry combined with no infrastructure requirements makes a compelling argument. In addition, the ability to have a fully secure solution delivered via the Internet anywhere and to as many (or few) users as required, according to your business rules and complying with internal and external regulators, remains the basis for most business cases.

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About Saaspoint

Saaspoint is one of the largest global providers of consulting services centered on the OnDemand and Software as a Service (SaaS) delivery model. The company is 100% focused on the successful deployment and integration of Cloud solutions and projects and is a Consulting Partner of salesforce.com and Google for their Enterprise Applications and platforms. Saaspoint is a centre of excellence for developing AppExchange and Force.com applications. In 2008 it started Saaspoint Consulting, a new business transformation division.

Established by original founders of salesforce.com EMEA, Saaspoint operates in North America and Europe and has offices in San Francisco, London, Stockholm, and Dublin. It has helped hundreds of customers and hundreds of thousands of users to achieve success and exceptional ROI through their use of salesforce.com. See: <http://www.saaspoint.com>

About Worldflow

Worldflow is a privately owned company based in London providing Consulting, Software and Technology related services to the finance industry. Our focus is solely on financial institutions – including Hedge Funds, Asset Management firms and Investment Banks. Our expertise covers the complete finance flows from front office to back office and includes business, operations and IT disciplines. Our major strength and reputation has been built on getting complex projects delivered in a pragmatic, cost effective and timely manner. In the 7 years since Worldflow was formed we have successfully managed and implemented over 150 projects. Our projects have ranged from short one week assignments to multi-million dollar business transformation programmes of work including several mergers and demergers along the way.

In addition to our consulting business Worldflow has built up a significant applications software development capability. Our focus is on eCommerce, Straight through Processing, Systems Integration, Quantative and Analytical solutions delivering both packaged products and bespoke developments.