

Orthocrat Manages Sales Profitability and Controls Expenses with expensewatch.com for AppExchange

Conshohocken, Pa., May 29, 2007 - Orthocrat, Ltd., which develops pre-operative surgical planning software tools, recently implemented expensewatch.com for salesforce.com's AppExchange to manage sales profitability and control company expenses.

Orthocrat says it is able to integrate data from the expensewatch.com travel and entertainment expense reports module with Salesforce, providing visibility into the cost of sales. Shortly after testing the expense reports module from the AppExchange, the company deployed the entire expensewatch.com suite, which also includes invoice management and purchasing modules, to control and manage all company spending.

"Salesforce.com and expensewatch.com offer an unprecedented level of adaptation and integration, allowing everyone with a Salesforce account to submit expenses online," said Zeev Glzman, CEO of Orthocrat. "It enables us to analyze the expenditures and understand the true cost of acquiring business and makes it easier for us to make decisions."

Orthocrat is based in Israel, with offices in London and New York. Like salesforce.com, expensewatch.com delivers applications on demand, allowing Orthocrat employees to access the applications over the Internet from wherever they are located.

"Expensewatch.com serves as a monitoring tool that keeps track of actual expenses vs. company approved budget. The purchasing module allows Orthocrat to monitor the expense in advance. It's a vital tool," said Eran Schindler of Schindler Financial Consulting and Outsourcing Services, a firm that specializes in rendering financial services to early stage technology companies, including Orthocrat.

"It's exciting to see Orthocrat realize so many benefits from its use of expensewatch.com," said Bill Vergantino, president and CEO of expensewatch.com. "Our customers keep reinforcing to us that their primary objectives are to increase sales, reduce operating expenses and as a result, increase profitability. We remain committed to providing state-of-the-art operating expense control solutions to help them accomplish this."

Expensewatch.com for AppExchange seamlessly integrates with Salesforce, allowing customers to allocate expenses to sales opportunities. Robust reporting allows customers to analyze profitability in real time by company, business unit, sales region, representative and opportunity.

"Salesforce.com customers, such as Orthocrat, are using the AppExchange to extend on-demand applications beyond CRM to all parts of the enterprise," said Matt Holleran, vice president, AppExchange partners, salesforce.com.

"Expensewatch.com provides a great on-demand solution for managing operating expenses and regulatory compliance that can be easily integrated with Salesforce via the AppExchange with just a few clicks."

More than 575 applications are now available on salesforce.com's AppExchange, the world's first on-demand application directory, found at <http://www.salesforce.com/appexchange>.

Expensewatch.com allows small and midsized companies to control and reduce operating expenses. Comprehensive tools enable companies to automatically enforce corporate spending policies and comply with regulatory mandates. Budget management, real-time reporting, implementation, training and support are included in the subscription pricing. Currently thousands of people in more than 15 countries are using the expensewatch.com service. For more information call 1-866-399-2824. On the Net: www.expensewatch.com.

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