

BScaler Introduces John Cabri as Vice President of Marketing

Milpitas CA, USA, December 11, 2007 – “BScaler’s feature-rich, web-based ERP system is the killer SaaS application for SMBs!” declared John Cabri, the newly-appointed Vice President of Marketing. “My decision to join the company was based on several factors, foremost of which is the comprehensive value its affordable product offering provides to their customer base. My research found no other software provider with anything of similar magnitude.”

Cabri continued, “The BScaler on-demand software service is secure, powerful and intuitive. I believe their total business management solution exceeds the requirements of most small to mid-sized businesses today!”

He refers to the BScaler Enterprise Resource Manager™ (ERM), which provides CRM, ERP, MRP/WMS, Dashboards, the Service Desk, Accounting, and virtually everything else that an enterprise wants.

John Cabri has extensive experience in providing secure SaaS (Software as a Service) and on-demand solutions in Marketing and Business Development, having been an executive strategy consultant in fast-growth situations. For WebEx® (recently acquired by Cisco; NASDAQ: CSCO), he served various roles in global sales strategy and market development during a period of explosive growth. He helped transform them from a 4M pre-IPO startup to a public company with more than 250M in revenues.

Mr. Cabri’s post-university involvement with currency trading led to his appointment as Co-Managing Director of the Financial Industry Solutions Center, a joint venture of SGI® and the Cornell Theory Center (now Cornell University Center for Advanced Computing). This blend of experience with fast-paced currency trading and high technology gave him the vision to embrace on-demand and browser-based software solutions for people and businesses.

BScaler Founder and CEO John Pham said, “Our patent-pending, unified database structure allows companies to go from data to insight to decision quickly and seamlessly. They’ll be confident in having complete, real-time knowledge of their business situation. Mr. Cabri will help us to communicate the ERM™ solution’s remarkable benefit-to-cost ratio and lead our marketing and business development efforts going forward.”

“In talking to customers,” said Steve Mulhall, BScaler V.P. of Sales, “I learned that SMBs are focused on growing their business and don’t have the time or resources to make full-scale investments in IT-related projects. We allow companies to fully concentrate on their primary goal, growing their business, while providing them the broad and deep intelligence they need to achieve that goal.”

With the BScaler web-based ERP platform you can run, very securely and with no IT specialist, a local or global enterprise using the top commercial-grade relational database integrated with modern, state-of-the-art business software. From anywhere, customers have 24/7 usage of the software that gets praise for its common-sense business methods and friendly, non-geeky interface. BScaler is the only company to offer *SaaS Plus*™—a scalable, multi-tenant architecture available as a monthly subscription or by purchasing an ERM Appliance server.

About BScaler:

BScaler, Inc. www.bscaler.com provides a world-class business management system for small and medium-sized businesses (SMBs). The Enterprise Resource Manager integrates business information in the Sales, Service, Operations and Finance organizations using a Unified Database System that puts the whole business into online ERP in real time, with *SaaS Plus* payment options. People who hate computers find it easy to learn and simple to use. BScaler offers incentives to members of many industry groups.

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