



For Immediate Release

BScaler Delivers Next Generation ERP – Includes CRM, SFA and Service Desk

Milpitas CA, July 9, 2007 -- BScaler, Inc. released a new version of the Enterprise Resource Manager™ (ERM), their SaaS Plus™ total, web-based business management solution. Said Steven Mulhall, BScaler's Vice President of Sales and Marketing, "The new features give even more completeness to the way we connect all parts of a business with the unified database. We are not aware of any other affordable software that organically integrates CRM, SFA, Service, MRP, WMS and Financials.

"While others are shipping CRM or accounting packages, BScaler provides the next generation ERP in a modern web-based solution. No struggling with inadequate partial solutions like consumer-grade accounting or CRM that needs expensive customization."

BScaler CEO John Pham said, "With today's global economy, business executives must make decisions in real-time. Whether you are traveling or on the golf course, BScaler's SaaS Plus™ web-based technology will deliver your complete business information, in any language, 24x7 on demand with just a click. Everything is online, integrated and highly affordable for SMBs."

"BScaler makes visibility an option, not an unmet need. ERM gives a clear 360-degree view of the entire business via multi-level dashboards," Mulhall added.

"If you are a VAR, Reseller, Integrator, Distributor, Wholesaler, Importer or Exporter, then our total Business Management Solution is just right for you!" Lee Boylan, BScaler's Director of Marketing, emphasized.

Another customer advantage is the BScaler SaaS Plus payment option menu. Customers can go for a subscription and pay per user per month, or own the ERM Appliance and pay only for BScaler support. BScaler will install the Appliance, or host it in-house for customer peace of mind.

With any SaaS Plus™ option, users do their jobs the same way--with a web browser. Their PCs have no client software to crash or hang, and no company data to go out of date or disappear completely.

As always, existing customers can obtain a free upgrade immediately.

About BScaler:

BScaler, Inc. www.bscaler.com, located in Silicon Valley, California, provides a world-class business management system for small and medium-sized businesses (SMBs). The BScaler Enterprise Resource Manager (ERM™) integrates total business information management of Sales, Service, Operations and Finance organizations using a Unified Database System that puts the whole business into real time and online with three SaaS Plus™ payment options.

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