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Introducing a Risk Free Approach to Developing IT Custom Applications *itSynergy Launches a Quick Start Engagement Package*

PHOENIX— September 2, 2008 —Phoenix-based itSynergy is pleased to announce the launch of a new package that reduces the risk of developing custom applications for clients. Traditionally when a company needs a Custom IT Application there is significant risk of wasted dollars time and personnel because it is hard to know just what is needed in the application and it can be challenging to find an application developer with the right skills. But, with itSynergy's new *Quick Start Engagement Package* a client or potential client can "test the water" with us before jumping in to a full project," stated Michael Cocanower, President of itSynergy.

Custom Applications provide a significant return on investment for companies who have islands of data or fragments of valuable business data stored in two or more sources that need to be merged or integrated to provide meaningful data for decision-making and reporting purposes. In fact, often companies are looking for the ability to capture data at the "point of occurrence" and use that information in a real-time mode to keep projects moving and equipment or other resources at full capacity. Having the ability to make decisions in the field or in the office that integrate sources of data and both historical and real-time data, can save companies millions of dollars and prove a strong return on investment very quickly. A customized application that is specific to the business typically provides a perfect solution for itSynergy clients.

The *Quick Start Engagement Package* from itSynergy is just \$1500.00 and delivers:

- The Vision for the Custom Application & How it Will Solve the Business Need
- The Goals & Requirements for the Custom Application
- The Strategy for Developing the Custom Application
- A Story Board or Visual Organizer to View Screens & Flow
- An Estimated Budget to Achieve Each Requirement
- An Estimated Timeline for Development of Each Requirement

Given that many companies have found themselves with thousands of dollars invested, an application that is not going to solve their problems and a developer they lost confidence in, this \$1500.00 investment is like pocket change.

For more information about itSynergy or to read how itSynergy Custom Applications have proven a very strong return on investment for itSynergy clients, please check out the white papers on our website for FNF Construction and SelectBuild at www.itsynergy.com

About itSynergy

Serving over 100 businesses, itSynergy leverages the latest Microsoft technology to build, develop, deploy and support solutions that efficiently drive bottom line results for clients. As a Microsoft® Certified Gold Partner and lead by one of just fifty-seven Microsoft® Small Business Server MVP's in the world, itSynergy supports companies who seek a trusted advisor with the highest credentials in the industry. itSynergy clients use technology to drive their business strategically and achieve bottom-line results.

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