



UNCOVERING OPPORTUNITIES WITH ON-DEMAND
ANALYTICS FOR YOUR CALL CENTER DRIVEN BUSINESS

For Immediate Release

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**Challenging Times and Limited Resources Drives Motorola to Make
Metrics and Analytics Work with HardMetrics**

Learn why Motorola upgraded from spreadsheets, in-house development and competing vendor solutions

Philadelphia, PA—January 7, 2009—HardMetrics, a software provider of on-demand analytics for call center driven businesses will host a webinar, **Making Metrics and Analytics Work in Your Company – a user’s guide to solutions.** This web event for executive and operational managers is on Thursday, January 22, at 2PM EST. This webcast helps attendees learn first-hand how to impact their business’ top and bottom lines by using cutting edge analytical tools.

Tom Dent, Chief Executive Officer, at HardMetrics stated, “We’ve seen a significant increase in customer service and a dramatic downward impact on costs of service across our client base.” He commented, “We believe economic conditions across the country mandate businesses look differently at how they manage their operations and with that new approach, new tools are critical to delivering that insight.”

Businesses today need enterprise-wide visibility into performance and analytics that allow you to measure and then manage the business. The challenge most businesses face is figuring out how to best get there. Do you develop something in-house? Do you purchase a toolkit and customize? Do you purchase a vendor solution?

The Webinar features John Walsh, Director of Global Vendor Governance for Motorola Inc. (NYSE: MOT). Mr. Walsh will share how Motorola found the right solution, the advantages associated with taking a more metric centric view of operations and his perspective on what key analytics businesses should be using on a daily, weekly, and monthly basis. To register for the event, visit www.hardmetrics.com/events.html.

About HardMetrics

HardMetrics Inc. was founded in 2003 to make on-demand analytics ubiquitous in Call Center-driven businesses' management through ease of use, shortest time to implement and greatest return on investment. HardMetrics eliminated every cost and technology barrier preventing analytics technology from being widely deployed and used at every level of the enterprise. There is no requirement for software programming or customization. The technology foundation is based on an end-user self-service approach that relieves the burden on IT and gives users the flexibility to define any analytic view of the business they desire, in the format they choose. The solutions eliminate at least 80% of the time, effort and cost involved in deploying an analytics system, without sacrificing the depth of functionality and reliability customers expect.

HardMetrics clients use our solution to drive profitability and customer satisfaction! To learn more about HardMetrics and its solutions, call 215-297-9738 or click www.hardmetrics.com.