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OppSource Expanding Lead Generation/Nurturing Services for Leading Asset Finance Market Software/Solutions Provider

Communication through personalized microsites to enhance IDS' customer relationships

ST. PAUL, Minn., May 11, 2011—[OppSource](#), a lead generation/management firm that bridges the gap between marketing inquiries and sales-ready opportunities, announced today that it has added its lead generation/management relationship with International Decision Systems, the leading provider of software and solutions for the world's asset finance market, to include cross-selling. IDS Director of Marketing Tracy Prochaska said, "OppSource has made significant contributions to our marketing and sales efforts over the past nine months, ripening leads for our sales force. In addition, their expertise, people and technology have nurtured leads generated by our webinars. And now OppSource will help us expand our customer relationships by communicating with a select group of customers through personalized microsites they're designing based on the customer's specific response to an integrated campaign that includes emails, direct mail and telemarketing."

OppSource is tracking and reporting all digital and personal interactions with these customers through its Executive Dashboard.

About OppSource

OppSource provides high tech companies a fully integrated lead generation/lead management program comprising both digital and human elements that capture, nurture, measure, and score leads as they move through the marketing funnel. This proprietary approach, [The Pursuit of Demand™](#), improves marketing and sales ROI by ensuring that only optimized leads that have been properly groomed are handed off to the direct sales force. OppSource's revenue cycle management programs deliver sales-ready opportunities to national companies that sell a considered purchase over a long sales cycle, such as AdvancedMD, Antenna Software, Digital River, Lawson, Loffler and XATA, to name a few.

For more information about the St. Paul, Minn.-based company and its services, visit www.oppsource.com, subscribe to [OppSource's blog](#), call 1-866-354-8362 or email info@oppsource.com.

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