

CONTACT:

Jennifer Schwegman

SCI

jennifer@schwegmancommunications.com

(651) 247-6640

International Decision Systems Engages OppSource to Manage Lead Generation/Nurturing

Program to pump up sales and marketing for leading provider of software for asset finance market

ST. PAUL, Minn., Aug. 23, 2010—[OppSource](#), a lead generation/management firm that bridges the gap between marketing inquiries and sales-ready opportunities, announced today that International Decision Systems, the leading provider of software and solutions for the world's asset finance market, has selected it to manage its entire lead generation/nurturing program. IDS Director of Marketing Tracy Prochaska said, "Based on OppSource's track record, we're confident that they will help us pump up our marketing and sales efforts. In addition, as we continue to capitalize on lease accounting changes on the horizon with our webinars, OppSource will nurture leads that the webinars generate until they are sales-ready."

OppSource will capture, nurture, measure, and score leads as they progress through the marketing funnel, and hand off optimized leads to IDS' direct sales force. In addition, the company will track and report all digital and personal interactions with leads 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, 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.

OppSource is a registered trademark of OppSource, Inc. Digital Connect, Personal Connect, and The Pursuit of Demand are trademarks of OppSource. All other trademarks belong to their respective companies.