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Leading Fleet Management Software Provider Chooses OppSource for Demand Creation and Lead Management, Qualification

ST. PAUL, Minn., Apr. 12, 2009 — XATA, a leading provider of intuitive, automated fleet management software solutions to the trucking industry, announced today that it has engaged [OppSource](#) for lead management and qualification. According to XATA CEO Jay Coughlan, “Our service offerings are complex and typically require a longer sales cycle—nine months to a year. While we want our sales force to focus on closing sales, we were looking for a partner to help us [keep leads flowing into and through our pipeline](#) until they are ‘ripe’ for our salespeople to handle. OppSource has the tools and talent to segment our large audience into specific target audiences, use our CRM system, accommodate our billing requirements, provide customized programs to fit our needs, and deliver accurate information for our database.”

OppSource will work with XATA’s in-house sales and marketing departments, providing input into the company’s customer resource management (CRM) system for closed-loop lead tracking.

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.

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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