

BuilderMT Expands Global Customer Support Offering with Parature's Complete On Demand Solution

MCLEAN, VA, - October 18, 2004 - Parature, an innovator of on demand customer support software, announced today BuilderMT, a software provider for residential builders, has selected Parature to support their global customer base. As their customer base began to outgrow their support staff, BuilderMT had to make a decision to hire more support staff or go with a solution that could manage their support needs. They began to research the two options, and found a cost savings in implementing a solution to manage their support. After an initial evaluation period, Parature was chosen over providers such as SalesLogix, HEAT and Netsuite for its ease of use, customization and competitive pricing.

Prior to implementing Parature's software, BuilderMT resolved their support requests via emails and through support calls. Parature's web based model will enable BuilderMT's globally located customers access to their support needs on a 24/7 basis. "Parature has completely revolutionized the way we do business," said Brett Parkhurst, Chief Technology Officer at BuilderMT. "Parature's solution allowed us to streamline our internal customer support operations, allowing us to focus our entire efforts to provide top notch software solutions to our home builders."

During their search for a support solution, BuilderMT noticed that other solutions offered a fixed set of features with a high price tag. With eleven modules to choose from, Parature's clients can customize their solution to fit their company's practice. "Going with another provider would have meant spending a lot more for functionalities that we couldn't use," added Parkhurst. "Since deploying Parature, more than 90 percent of our customers are now answering their own questions by accessing our support site, rather than speaking with our support staff."

"The great thing about Parature's solution is how it is based on a modular model, which allows our clients to receive support that meets their unique needs, as well as save the expense of features they don't need," said Duke Chung, CEO of Parature. "Parature's suite of modules allows companies of all sizes a customizable solution that provides easy integration and globalization features."

About BuilderMT

For large and medium-size homebuilders in the \$250 billion homebuilding industry, BuilderMT provides highly customizable building process management software that works in tandem with Timberline Office accounting and estimating software. BuilderMT has been purchased by over 400 corporations and 2,800 individuals to manage over 140,000 housing starts annually. BuilderMT is widely recognized as a leader in process-driven, best-building-practices for builders, as well as customer service, warranty applications, on-line training, and innovative wireless applications. Since its inception in 1999, BuilderMT has maintained its status as a profitable company that puts its profits back into the infrastructure and software development. To learn more, visit www.BuilderMT.com, or call (888) 757-1991.

About Parature

Parature, the leader of online support software, enables companies to improve their internal and external support, while reducing costs. Through its suite of modules, Parature allows companies to provide critical self servicing information on a 24x7 basis via the web, resulting in reduction of inbound support load and therefore reducing support costs. Continually growing, Parature serves industry leaders such as Hewlett Packard, Rothschild and Florida State University. Headquartered in Reston, Virginia, Parature can be found on the Web at www.parature.com.