



## BigMachines Expands Into Israel Through Partnership with manofIT

*Leading On-Demand Quoting, Configurator and Proposal Platform Expands Territory by Forming Partnership Agreement with Premier Israeli Business Consultants*

**January 30th, 2009 - FRANKFURT, Germany & KIRYAT-ATA, Israel** – BigMachines AG the leading provider of on-demand quoting, configuration and proposal software, today announced the partnership with manofIT, a premier Israeli business consulting and on-demand system integration company. manofIT will be able to support its customers' needs with BigMachines on demand sales configuration, quoting and proposal software while managing implementations and other services locally for BigMachines AG.

BigMachines AG is breaking into the Israeli market with high expectations of a rapidly growing customer base in the region, similar to the growth BigMachines experiences in other regions. manofIT will train and deploy a team of BigMachines experts to rapidly implement the BigMachines solution and ensure that customers are successfully automating their sales processes. Through a local partnership with manofIT, BigMachines AG offers a world class solution for companies wanting to improve their quote-to-cash process with experts in the Israeli marketplace and culture.

“We see the heightened interest coming from Israeli companies for on-demand quoting, configuration and proposal software and the partnership with manofIT allows us to partner with experts in this new territory”, says Joachim Klein, VP & General Manager BigMachines AG. “manofIT’s expertise in relevant business consulting and implementation will be of tremendous help to us, as BigMachines adds value to manofIT’s product and services portfolio.”

According to Boaz Meridor, co-CEO of ManofIT, “The demand for Software as a Service business applications has grown rapidly in Israel. With many CRM implementations reaching their maturity phase, our customers are also asking us to advise them on industry leading quoting and configuration tools and after a wide research, we identified BigMachines as the most comprehensive and robust offering in that area with the plus of being delivered on-demand. We see BigMachines as an important growth generator for manofIT.”

### About ManofIT

manofIT specialized in the delivery of complete CRM, ERP & PLM Solutions from design, implementation, training and support. manofIT is a value-added partner and reseller of some of the most exciting on-demand solutions (also known as SaaS - Software as a Service) available in the Israeli market for CRM, Sales Configuration, Revenue Forecasting, Mobile CRM and PLM by partnering with the leading on-demand software solutions. For more information, visit [www.manofIT.com](http://www.manofIT.com).

### About BigMachines AG

BigMachines is the global leader in on-demand sales configuration, quoting and proposal software. BigMachines solutions empower sales across customers' channels by streamlining their sales processes from opportunity to order. Using BigMachines software, sales teams and channels can quickly configure products, generate quotes and proposals, manage complex pricing, generate legal contracts, and manage orders. BigMachines offers extensive reporting capabilities and easily integrates to leading CRM and ERP systems, including those from Salesforce.com, Oracle, and SAP. BigMachines' rapidly growing customer base includes global leaders such as Kodak's GCG, Siemens, Ingersoll Rand, and NTT Communications, as well as innovative growth companies such as ShoreTel and Voltaire Ltd. For more information, visit [www.bigmachines.com](http://www.bigmachines.com).