



## FOR IMMEDIATE RELEASE:

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## Swedish Solution Provider IPSUM AB to Offer ActionWorks® BPM Software in Scandinavia

- "ActionWorks...provides real value to our customers" -

**December 20, 2004 – Oakland, Calif.** - Action Technologies ([www.actiontech.com](http://www.actiontech.com)), a 20-year-old software firm specializing in business process management, announced today that IPSUM AB ([www.ipsum.se](http://www.ipsum.se)), a solution provider based in Stockholm, has joined Action's Alliance Program. IPSUM will be developing solutions for the Scandinavian market based on Action's award-winning ActionWorks suite.

Top system integrators, resellers, OEMs, and technology vendors work with Action to deliver ActionWorks products, services, and solutions to customers worldwide. These partners have added their expertise in business processes, systems design, complementary technology, and application implementation to yield ROIs that routinely exceed 300%.

Two of IPSUM's senior partners, Thomas Zandin and Patrik Alstäde, started working with Action Technologies more than a decade ago at Infosys, the first Lotus premium business partner in Sweden. Zandin says that "We believe that **Information, Process** and **Collaboration** are keys to uncovering the full power of an organization, and our goal is to be the first choice for companies that want to improve their performance by helping them manage key processes to strengthen and enable their competitive advantage. I've used ActionWorks since 1993, and we've selected it for IPSUM for one reason - it delivers real value to our customers."

"The Scandinavian market is an important one for us, and I am pleased to announce this partnership with IPSUM to deliver strategic solutions in the region based on Action's technology," according to Action Technologies CEO Bill Welty. "We have worked with IPSUM's leadership for many years, and because IPSUM recognizes the value in Action's approach and offering, they have again selected Action Technologies to deliver strategic solutions for their clients. Partners such as IPSUM create large dividends for their clients, particularly when working with organizations where people must innovate, negotiate, and collaborate across departmental and corporate boundaries."

### About Action Technologies

For more than 20 years Action Technologies ([www.actiontech.com](http://www.actiontech.com)) has delivered award-winning Business Process Management (BPM) software that reduces the time

and cost of decision-driven processes by 40-60% and typically generates returns of more than 300%. The ActionWorks® Suite enables our leading global customers to analyze, redesign, implement and continuously improve their operations through a patented system for managing negotiations and commitments.

**About IPSUM AB**

IPSUM ([www.ipsu.se](http://www.ipsu.se)) was founded in 2000 to help Scandinavian corporations increase their competitive positions through enhancement of processes where the coordination of knowledge workers makes the difference. The company has been in the Change Management business since its founding, and has built its products on groundbreaking Swedish research on human behavior. IPSUM has contributed to higher productivity and performance within its customers' organizations. The company is based in Stockholm.

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