

webKPI Partners with The Turning Point Team

San Ramon, CA, December 8, 2008 – webKPI announced today that it has selected The Turning Point Team, a San Francisco Bay Area based marketing and sales consultancy, to fast-track the webKPI sales development and market awareness campaign.

“Our products are ready and our early customers report tremendous value realization from using them,” said Co-founder Steve Peterson. “Now we need to ramp up sales, and we believe that The Turning Point Team can help us expand our marketing and sales footprint overnight!”

“This is a perfect fit for Turning Point Team, and the right time to call us in,” said Turning Point Team Co-founder Joe Lindsey. “WebKPI has done an excellent job building some great products, and their early adopter program has clients already realizing significant value. Now is the perfect time for us to enter the picture. Our team has deep experience in all aspects of marketing and selling software solutions, and we will build upon the webKPI marketing that’s already in place, perfect the message and expand awareness of these great financial tools. At the same time, our team of sales development and sales execution specialists will ramp sales activities and accelerate sales closings to rapidly grow the customer base. Working in concert with webKPI, we will identify marketing and sales gaps and match them to the right members of our team who can define the strategy that will assure webKPI’s position as a market leader. We look forward to working shoulder to shoulder with the webKPI team to build a great company that delivers excellent value and world class support to their customers.”

About webKPI

webKPI is the leading provider of hosted financial Dashboards for the business community. There is no hardware or software to install and clients are up and running in a matter of minutes. The webKPI premise is simplistic in approach and extremely cost effective in application. It provides the ability to share financial information that is all too often locked away within a proprietary accounting system which can only be accessed through a designated gatekeeper/bookkeeper. In today’s world, people who depend on accounting reports to run their business do not have time to wait for paper reports to be generated and delivered in order to make critical business decisions. Today’s business leaders need to see their company’s current financials no matter where they are – in an airport, with their banker, on a conference call or with their investors.

Founded in 2007, webKPI provides solutions that are used by CPA firms, independent CPAs, tax preparers, business coaches and small, medium and large businesses across all industry verticals. More information is available at <http://www.webkpi.com>.

The Turning Point Team

Founded in 2003, The Turning Point Team is a marketing and sales consultancy based in the San Francisco Bay Area. Our clients find themselves at a “turning point” along their corporate growth path and need to quickly take a quantum step forward and ratchet up their business to maximize growth. Our team members, having spent years marketing and selling high-tech solutions, come ready to hit the ground running and begin delivering results on day one.

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