

NEWS RELEASE

IP Applications Announces an Agreement with SAP to Provide Subscription Billing Customers with crystalreports.com for Superior Analytics and Reporting

FOR IMMEDIATE RELEASE

VANCOUVER, BC, September 9, 2009 – On-demand billing experts IP Applications (IPA) today announced an agreement with SAP AG that will enable IPA to offer the most complete and sophisticated reporting capabilities available in the subscription billing industry. IPA will integrate SAP's on-demand reporting solution, crystalreports.com, into its standard subscription billing product offering. Additionally, SAP® BusinessObjects™ Web Intelligence software will be utilized as the IPA advanced analytics reporting package.

Typically, subscription businesses struggle to access performance data crucial to their recurring business models from traditional CRM and finance solutions. This announcement is expected to have great appeal to IPA customers and is yet another unmatched capability of the IP Applications subscription billing solution.

"Reporting is a crucial element of our service," explains John Jacobson, President and CEO of IPA. "Our on-demand billing service functions as the central repository for our customers' subscriber information. Our customers have been asking for us to provide the critical subscription business metrics they need. This announcement is about unlocking that data and assuring our customers we will continue to offer world-class capabilities."

As an SAP BusinessObjects OEM partner, IPA will provide customers with access to data, including the following:

- **Revenue metrics:** Customers can closely track subscription revenue metrics such as committed monthly recurring revenue (CMRR).
- **Pricing trends:** Customers can identify statistics indicating the success and function of various product plans and pricing strategies and the effectiveness of their marketing campaigns.
- **Channel trends:** Customers can identify channel partners that are successfully generating revenue. Such data may be used to monitor and determine the source of reseller success.
- **Subscriber loyalty and churn:** Customers can closely monitor businesses' churn rates, the rate at which subscribers are leaving a service. This data is arguably the most important metric for a subscription business.

"We understand that our solution has become a critical aspect of our customers' business operations, and we take their suggestions and feedback seriously," added IPA's Jacobson. "Bringing this capability to market with SAP is simply another example of IPA's customer-centric culture."

"We are confident that crystalreports.com is the most advanced on-demand tool available to support IPA in providing metrics and reporting to their customers," said Holly Simmons, senior director, Marketing, SAP BusinessObjects Division. "crystalreports.com enables interactive reporting and connection to virtually any data source."

crystalreports.com is scheduled to be available to IPA customers in the fall of 2009.

About IPA

For the past 11 years, IPA has broken ground in the SaaS billing industry and worked with hundreds of businesses to help maintain and improve their brand, service levels and business volumes. A deep skill-base and leadership in billing software sets IPA apart from similar service providers and attracts established customers North America-wide. IPA's customers range in size from small regional firms to large household name companies like AOL Canada, Sprint, Amway and Bell Mobility.

A pioneer in offering subscription billing from the cloud, IPA continually sets the standard for capabilities, trust and customer service. IPA makes it possible for any company to rapidly build, manage and grow their online subscription business. IPA operates out of Vancouver, BC Canada. IPA - The most complete, experienced, end-to-end subscription billing and payments service available from the cloud. Period.

For more information visit www.ipapplications.com

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High resolution photos and interview opportunities available.

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