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## **PRESS RELEASE**

### **Modus Operandi Earns IBM®'s Prestigious e-Business Partner Certification**

MELBOURNE, Florida, April 6, 2001 – Modus Operandi, Inc. announced today that they have earned the prestigious designation of “IBM Certified for e-Business - Business Partner.” Modus Operandi is one of only fifty two companies in the United States to have earned this status.

"This certification becomes an important factor in all aspects of our sales and marketing as well as project delivery. By effectively leveraging IBM's product investment and their market presence, we will be able to rapidly move our company forward," said Peter Dyson, President & CEO of Modus Operandi.

This level of certification means that companies must meet at least three conditions or primary requirements for certification. They must successfully complete a project using IBM's e-business product line, including WebSphere and IBM hardware. They must also obtain training and pass certification tests for both sales and technical staff on IBM's e-business offerings including WebSphere. And, finally, they need to demonstrate product competencies by customer references of e-business solutions.

“Our philosophy in approaching e-business solutions closely mirrors IBM’s approach. We evaluated a number of alternative partner programs and product suites before selecting IBM”, said Dyson. “We believe any technology solution must be supported by a sound business case, and often a level of business transformation must accompany a new e-business thrust.”

According to Dr. Andres Rudmik, Modus Operandi’s Senior Vice President responsible for strategic partnerships, “The achievement of IBM Certified for e-Business status requires a significant commitment. We needed to demonstrate our ability to successfully deliver several e-business solutions using IBM products, as well as obtain a number of staff certifications spanning sales, solution design, and solution implementation competencies.”

“We completed our due diligence on the IBM Business Partner program last spring and started the qualification process at that time for certification. Achievement of this certification required a big investment in time and money, so we are especially proud of our accomplishment”, said Rudmik.

## **About IBM**

IBM is the world's largest information technology company, with 80 years of leadership in helping businesses innovate. Drawing on resources from across IBM and its Business Partners, IBM offers a wide range of services, solutions and technologies that enable telecommunications Service Providers and equipment suppliers to take full advantage of the new era of e-business. The fastest way to get more information about IBM is through the IBM home page at <http://www.ibm.com>. Information on IBM's telecommunications offerings can be found at [www.ibm.com/industries/telecom](http://www.ibm.com/industries/telecom).

## **About Modus Operandi**

Modus Operandi is a leading e-business solutions company and one of only fifty two companies in the country recognized as an IBM Certified for e-business - Business Partner. The company provides clients with sustainable competitive advantages, by linking every aspect of their enterprise – their people and processes, their business partners and their customers – so that their entire enterprise operates as a single unit.

Modus Operandi's standards-based approach provides scalable, robust and secure e-business solutions that keep pace with client growth. Modus Operandi helps clients accelerate the deployment of their strategic business and technology solutions, including the integration of existing processes and systems with new Web-enabled capabilities.

As a result, the company's e-business solutions produce a tailored business and technology infrastructure that integrates and aligns its clients' business operations and their Information Technology to achieve benefits such as:

- Agility in the development of new, streamlined and automated business processes
- Ready access to integrated business knowledge through Enterprise Information Portals
- Improved speed, accuracy and efficiency in business decision-making processes
- A robust, scalable and secure multi-tier enterprise architecture.

Additional information on the company's expertise in providing leading-edge e-business solutions is available from Modus Operandi, Inc., 122 Fourth Avenue, Indialantic, FL 32903. Phone: (321) 984-3370. Fax: (321) 728-3957. E-mail: [info@modusoperandi.com](mailto:info@modusoperandi.com). Website: [www.modusoperandi.com](http://www.modusoperandi.com). The company maintains offices in Atlanta, West Palm Beach and Melbourne, Florida.

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**"As an IBM Business Partner Certified for e-business, we proudly display the Certified for e-business emblem, recognizing that we have passed IBM's educational and training requirements and have demonstrated skill in both broad and specialized e-business topics. We have a proven track record with our customers, and we (not IBM) remain responsible for the performance and operation of the products and solutions which we represent and sell to you."**