



**FOR IMMEDIATE RELEASE**  
**December 29, 2009**

**Contact: Scott Rich**  
**srich@marketing-intl.com**

## **Marketing International Signs Channel Partner, CAASPRES Consulting to develop US presence for Spanish BPM vendor AuraPortal**

**N. Chelmsford, MA – Marketing International, Inc.**, [www.marketing-intl.com](http://www.marketing-intl.com), a highly focused marketing strategy and execution firm that specializes in helping technology companies get the most out of channel partner-based business models, announced today that it has signed a reseller channel partner for Spanish based AuraPortal, establishing a U.S. presence for AuraPortal's BPMS solution. The agreement allows CAASPRES Consulting to distribute the AuraPortal Business Process Management Software (BPMS) in the U.S.

AuraPortal, with a Shareholders' Equity of \$30 Million, and more than 300 customers worldwide is a Spanish group formed in 2001 with one target: To develop a business software application of the type called BPMS. AuraPortal includes the latest standards like the BPMN, modeling notation adopted by Object Management Group (OMG), and also offering innovative features, mainly the automatic building of Process Execution Engines directly from the modeling diagram without the need of IT programming. AuraPortal enables business people to develop, manage, and control entire business processes without the need of IT staff involvement. Analyst firm Gartner, Inc. has selected the BPMS of AuraPortal as one of the best out of 22 BPMS (Business Process Management Suite) packages in the world, among hundreds of candidates, in its 'Magic Quadrant' report recently published, Feb. 2009, in which AuraPortal has been defined as 'an example of next-generation BPMS', and categorized as a "Visionary" vendor.

"As a solution provider of business and technology, we are excited about our partnership with AuraPortal," according to Paul Marrero, President of CAASPRES Consulting. "CAASPRES Consulting's mission is to improve our customers' efficiency and improve their bottom line by providing them with the means and the tools to do so. AuraPortal's BPM product is flexible, powerful and easy to use. It will allow us to better manage our customers' business processes either by department or through the entire enterprise. It is the best product I have seen and worked with."

AuraPortal is a Business Process Management Suite that delivers in just one package five powerful pieces of business software, designed to ensure the most efficient business management today and sustainable into the future. AuraPortal 6 in 1 contains: Business Process Management with Business Rules, Intranet/Extranet for communication and collaboration, CRM (Customer Relationship Management), SCM (Supply Chain Management), ECM Portals (Enterprise Content Management and Publishing), and Document Management and Handling with MS SharePoint.

"We're excited to have CAASPRES Consulting as our partner in the U.S.," said Pablo Trilles, Chief Operating Officer for AuraPortal. "CAASPRES has tremendous experience in helping

companies improve their business performance, combining best practices consulting along with leading edge Microsoft-based technology tools. We feel the AuraPortal mission and product will be well served through their team's efforts."

CAASPRES Consulting has over 20 years of experience in business, information technology, consultancy and developing solutions with custom applications and Internet development. CAASPRES has the ability to review an organization's business situation and create viable solutions to increase productivity and profits.

CAASPRES Consulting has made it their mission to put the customer's experience in doing business with us, as a number one priority. Equally important, is to provide superior products and services that are fairly priced, or add value to the customer's technology solutions.

### **About CAASPRES**

CAASPRES Consulting solves complex business issues by providing enterprise-wide solutions architecting and business strategies, database architecture, modeling and design, custom programming, Business Process Management (BPM), report writing, Web and client-server-based application development and helping clients increase productivity by aligning their information technology infrastructure with their core business objectives.

Further, CAASPRES Consulting helps organizations create a Customer Experience culture from the inside out. A culture that brings the most important aspect of Customer Experience into play, the employees. We believe that Customer Experience begins with how organizations' people treat each other. For more information, visit: [www.caaspreconsulting.com](http://www.caaspreconsulting.com)

### **About AuraPortal**

AuraPortal is a leading global BPMS (Business Process Management System) provider, delivering a solution that creates Business Process Workflow Execution Models without the need for IT programming. The AuraPortal solution has been proven in a variety of industries including: manufacturing & distribution, financial services, professional services, health care and federal and local government sectors. AuraPortal is 100% Microsoft based, 100% Web-based, and is complementary to existing ERP and CRM systems. AuraPortal is unique in its ability to develop business models and processes without programming, and is considered by the Gartner Group to be one of the leading BPMS vendors. Gartner has said that "AuraPortal delivers an example of next-generation BPMS".

AuraPortal has over 300 customers across 39 countries, including: Coca-Cola, Frito Lay, Toyota, Yamaha, Pemex, Carrefour, ArcelorMittal, Eletrobras, Saras, and Bristol-Myers Squibb. For more information, visit: [www.auraportal.com](http://www.auraportal.com)

### **About Marketing International, Inc.**

Founded in 1973, Marketing International is a highly focused marketing strategy and execution firm that specializes in helping channel based OEM organizations and value added reseller clients get the most out of reseller channel based business models. The philosophy of Marketing International is to function as an extension of the client's management team and their key employees in order to achieve improved sales and marketing results through the development of strategic and tactical plans and timely execution of programs. Marketing International is comprised of seasoned professionals with experience in the technology and supply chain industry, and has helped both Fortune 100 sized and entrepreneurial start-up companies achieve sales and marketing success. (Additional information at [www.marketing-intl.com](http://www.marketing-intl.com) )

###