

Echopass Chooses Primary Matters for ROI/TCO Analysis

Kenwood, CA/ San Francisco, CA – (June 14, 2005) - Primary Matters, Inc., the authority in contact center cost analysis and decision support solutions, announced today that Echopass Corporation has chosen The Primary Matters Guide® to provide the TCO and ROI analysis of their solutions for customer contact centers.

Echopass is the leading service provider of on demand contact center solutions. They understand that their customers are under pressure to cut costs while at the same time improve performance. With Echopass' on demand solutions, customers can better manage their workforce and activities, helping them to reach maximum levels of profit and productivity without sacrificing automation and services.

Primary Matters, Inc. is an expert in activity-based cost analysis. Knowing the importance of analyzing the impact of any changes to the operations or technology environment within an organization, they developed The Primary Matters Guide. The Guide™ is an activity-based planning, budgeting and decision support solution. Companies using The Guide are able to take TCO and ROI analysis to a much more integrated and credible level. This is due to the fact that the analysis is not based on generic information, but rather based on the specific activities performed within a particular organization and the resources required to perform those activities.

For Echopass, Primary Matters used The Guide's 'Create Your Own System Template' capability to populate the tool with information specific to Echopass solutions. Echopass is now able to build fast, credible TCO and ROI reports that accurately reflect how using their hosted services will impact each customer's business. These reports show all changes to headcount, budget and system requirements, TCO and ROI over a three-year period, and when break-even will occur. Customers of Echopass can be confident that the pre-purchase ROI reports will match the ROI achieved, and can monitor metrics to ensure that business goals have been met.

Regarding the use of The Guide in a recent engagement with a customer in the insurance industry, Larry Deering, VP of Sales for Echopass stated, "Primary Matters has been very helpful to us. In addition to providing our team with a custom interface to The Guide, they have also been willing to work with us personally to ensure that we and our customers receive the maximum benefits when using The Guide. In other words, in addition to providing a great tool, Primary Matters has also provided great support."

For more information on the benefits and accuracy of activity-based analysis, please visit the Primary Matters website at the following link:

[Why Upper Management Doesn't Trust Project TCO and ROI Analysis](#)

About Primary Matters, Inc.

Primary Matters, Inc. provides software products and services that enable activity-based budgeting, planning and business impact analyses. The company's solution improves budgeting processes and planning decisions in virtually any operationally intensive business environment. Its flagship product, The Primary Matters Guide® is activity-based, content rich software that uncovers underlying costs of corporate functions such

as contact centers, sales groups, field organizations, technical support groups, and any other operational function that is activity, task and resource based. With The Guide, business goals are linked to the resource requirements needed to meet these goals. For more information please visit www.primarymatters.com, or call Noelle MacQueen at 902-794-7095.

About Echopass

Echopass Corporation is the leading service provider of on demand contact center solutions for midsize businesses, departments and branches of large enterprises and outsourcers world-wide. With a wide range of flexible inbound and outbound customer contact solutions, Echopass delivers rich functionality that is easy to deploy and use. Echopass takes the pain and complexity out of implementing telephone and web based customer contact solutions by offering a full suite of service packages on demand and delivered over the data network. With Echopass, customers enjoy the benefits of highly effective sales, marketing and customer service communication in less time and at a lower cost than traditional, premised-based systems. Founded in 2000, Echopass is privately held, backed by top-tier venture capital firms and headquartered in San Francisco with a world-class operations center in Salt Lake City, Utah. For more information, go to www.echopass.com or call Ellen Pensky at 925.699.7921.