



December 16, 2010

To Whom It May Concern:

The nature of our business is such that within our production environment it is critically important that we are able to complete large copy jobs for our clients often with hard deadlines that we cannot afford to miss. Additionally the quality of the copies we generate must be of a high standard. Consequently, we need equipment that we can absolutely depend on, which also means working with a vendor that we know is capable of providing the support necessary to ensure our copier equipment meets our reliability and performance requirements.

The message we heard from BottomLine Advantage is that they would not only substantially cut our costs, but they also claimed that they would enhance vendor service levels. Despite the fact that BottomLine Advantage was referred to me by our CPA I remained skeptical.

There were a number of factors that persuaded me that engaging the services of BottomLine Advantage would be in the best interest of our business. Firstly, it was clear from the very beginning that they had an excellent process in place to deliver on their commitments. Secondly, they were willing to do the project for free until results were proven AND guarantee a minimum level of savings that I requested. Thirdly, when I called their references their customers were quick to verify that they had saved them a significant amount of money and that vendor service levels were either maintained or improved.

Although I'm very pleased with the cost savings the project with BottomLine Advantage generated I am most satisfied with how they introduced "accountability" into a Service Level Agreement (SLA) that our new vendor was required to sign. In my opinion the detail, clarity and measurable nature of this SLA was one of the biggest benefits of our engagement. I have a clear understanding now of what I can and should expect from my vendor when it comes to their performance. Additionally, there are clearly defined and financially enforceable penalties that my business is empowered to use in the event that our vendor should fall short of their commitments.

In summary, I'm very appreciative of my CPA for referring BottomLine Advantage to us and I'm pleased to be able to recommend their services to whoever should take the time to read this letter of reference. If you decide to engage BottomLine Advantage I have no doubt that you will be as pleased as I was with the results.

Sincerely,

A handwritten signature in blue ink, appearing to read "Deanna Cabaniss", written over a light blue circular stamp.

Deanna Cabaniss
Managing Partner