

# Steve Ballmer highlights ProcServe as a Leader in Software Plus Service Solutions

*Steve Ballmer, Chief Executive Officer, Microsoft features ProcServe in Worldwide Partner Conference, Keynote Speech*

**LONDON, UK. July 31, 2007** - ProcServe, a leading provider of innovative procurement and sourcing solutions, was featured in a Keynote at the recent Microsoft Worldwide Partner Conference 2007. The speech was delivered by Steve Ballmer to an eight thousand strong live audience and to thousands more via the web. The keynote highlighted ProcServe's innovative solutions offering and vision to demonstrate real-world solutions using Microsoft's software plus services partner opportunity framework.

ProcServe founded its business on a services-based model to allow the company to rapidly obtain a global reach, with a minimum of resources and costs. After using the hosted service, customers requested on-premises software to enable supply chain integration with back office systems. ProcServe, designed an online marketplace based on Microsoft technology.

ProcServe's hosted marketplace service facilitates catalogue management and eProcurement document processing and exchange, while on-premises software enables deep integration with back-office systems.

"The adoption of a software plus services business model has resulted in increased customer loyalty and value, in addition to ProcServe being able to rapidly respond to new business opportunities and continue to support our entire customer base effectively." says Stephen Parker, Services Delivery Manager, ProcServe.

In the keynote speech, Steve Ballmer declared, "the era of software plus service is beginning, the time is now." "The fundamental transformation to software plus service is upon us, and it will affect us all," said Ballmer.

## **About ProcServe:**

ProcServe provides innovative electronic procurement solutions and professional services that deliver secure, flexible, and fast connectivity among sourcing, procurement, supplier network and back office systems. ProcServe delivers vendor-neutral connections, helping companies better utilise the software investments that they have in place today, while allowing for new software investments in the future. These transformational procurement solutions have been developed to meet the needs of business process outsourcing providers, governments, public sector organisations, private enterprises and suppliers.

## **Press Contact:**

Cora Byrne

T: +44 207 881 3445

E: [cora.byrne@procserve.com](mailto:cora.byrne@procserve.com)