



Press Release

For Immediate Release

Quest Analytics and OpenSpan Partner to Simplify Bank Teller Desktops for Improved Sales and Referral Performance

Partnership Empowers Small and Medium Banks and Credit Unions with “One-Click” Up-Selling Capabilities

Pittsburgh, PA – June 3, 2009 – Quest Analytics LLC, a leader in bank and credit union sales training and software productivity solutions, and OpenSpan Inc., a leader in desktop productivity solutions, today announced a partnership to streamline bank and credit union teller desktop environments to improve sales and referral performance.

“Financial institutions are challenged daily to find new, innovative ways to deepen the relationship with each customer,” said Karl Keller, president and founder of Quest. “Until now, tellers didn’t have a tool for quickly identifying customer specific referral opportunities at the teller window. Through our partnership with OpenSpan, Quest now offers solutions to enhance teller desktops by integrating marketing, sales, data quality checks and automated workflows directly with the bank’s core systems. We are excited about delivering new automations to clients, simplifying their processes and improving sales performance throughout their business.”

Mid-size and smaller banks and credit unions are recognizing the impact that the Quest Teller Referral Assistant™ can bring to their bottom lines. Developed using OpenSpan technology, the Quest Teller Referral Assistant provides one-touch cross-sales recommendations and data quality prompts, as well as customer profile data for each customer serviced in the core system. The solution integrates seamlessly with a



teller's desktop and provides an exponential boost in an institution's sales performance.

"The OpenSpan Platform extends the power of the Quest Teller Referral Assistant to any existing banking applications," said Tom Leonard, executive vice president, worldwide sales, OpenSpan. "By automating the customer referral process on each teller's desktop, OpenSpan and Quest are helping smaller financial services institutions identify and present cross-selling opportunities during simple transactions. This enhances a teller's workflow, improving a bank or credit unions ability to generate new revenue streams from the frontlines of their business."

The partnership with OpenSpan enables Quest customers to simplify desktops throughout their institution. In addition, the new functionality allows institutions to embrace changes in their sales culture without impacting the ability to efficiently service customers.

About OpenSpan, Inc.

Global 2000 enterprises leverage the OpenSpan Platform to integrate applications, service-enable legacy systems, automate business processes, extend functionality and build new composite applications in order to realize immediate value on their IT investments. OpenSpan is now deployed on more than 100,000 enterprise desktops, helping customers accelerate service-oriented architecture (SOA) projects and increase enterprise desktop productivity. The OpenSpan Platform will support more than 1 billion customer support calls in 2009, saving organizations more than \$100 million. A venture-backed company, OpenSpan is headquartered in Alpharetta, GA. More information about OpenSpan is located online at www.openspan.com.

About Quest Analytics

Quest Analytics LLC is an innovative consulting and technology company enabling banks and credit unions to make informed sales and marketing decisions that drive profit. We help our customers thrive by implementing a



comprehensive, customer-focused growth and retention practice. Through a unique blend of business consulting, experience and front-line coaching used in combination with automated software tools, we help our clients elevate excellent service to new levels of sales performance. Founded in 2001, Quest Analytics is a privately held company headquartered in Pittsburgh, Pennsylvania.

For more information, contact Karl Keller at (412) 347-0386 or visit www.quest-analytics.com.
