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Vertex Receives Prestigious ITSMA Service Marketing Excellence Award For New Services Development

BERWYN, Pa. – November 21, 2002 – Vertex Inc. was recently recognized with a New Services Development Award from the Information Technology Services Marketing Association (ITSMA), as part of their 2002 Services Marketing Excellence Awards program. Vertex received a Gold Award for its StartServices consulting program, which provides combined on-site and remote assistance for customers to help them get the maximum return on their software investment.

“Being recognized by ITSMA is a great accomplishment for Vertex’s professional services organization and places us alongside some of the most successful technology companies in the world,” says Mark Sergas, services market development leader at Vertex. “We pride ourselves on the service we deliver to our customers and continually seek to develop innovative programs like StartServices that enable our customers to get the most out of their Vertex solution.”

Vertex StartServices was conceptualized as an offering to “Start” Vertex customers off on the right path to maximizing the return on their software investment. Disparate groups in IT, Tax Management, and Finance often come together for the first time to work to integrate Vertex products. StartServices creates a process to reduce time to production and cost of ownership by helping to define roles and responsibilities of the customer’s subject matter experts, install the software, identify best practices on business and technical issues, map a process for generating reports, update and maintain the software and bring skilled consulting partners to assist where needed. StartServices has been measurably successful in better integrating technology, processes and resources for Vertex customers and partners.

“ITSMA award winners are leaders and innovators in their category that have not only persevered but heightened their focus on customer satisfaction during this challenging economy,” said Dave Munn, president and CEO of ITSMA.



Launched in 1998, ITSMA's Services Marketing Excellence (SME) Awards focus exclusively on the largest segment of the technology business: technology services and solutions. ITSMA

presented awards to winners in five categories at its MarketingServices/2002 conference in Atlanta, an annual forum dedicated to services marketing excellence. Other recipients of the 2002 Services Marketing Excellence Awards include, Accenture, Cap Gemini Ernst & Young, EDS, Hewlett-Packard, IBM, Infosys, NCR Teradata, Network Appliance, Unisys, and Vignette.

About Vertex Inc. (www.vertexinc.com)

Founded in 1978, Vertex Inc. is a privately held firm providing more than 10,000 corporate customers with tax compliance software and research services for sales and use tax, income tax, property tax, payroll tax, and telecommunications tax. Headquartered in Berwyn, Pa., with regional offices in Chicago, Dallas, Sarasota, Fla., and Washington D.C., Vertex develops tax compliance solutions for use in Enterprise Resource Planning, Customer Relationship Management, and e-commerce applications. Vertex's solutions help end-users facilitate tax planning, develop tax reduction strategies, and identify other important factors that affect a company's tax structure. Vertex® is a registered trademark of Vertex Inc.

About ITSMA (www.itsma.com)

ITSMA is a global advisor to companies that market and sell technology services. Its members account for a significant portion of the world's technology services revenue and include industry leaders such as Accenture, Cisco Systems, EDS, Ericsson, Fujitsu, Hewlett-Packard, IBM, SAP, and Siemens. Through research, events, education, and advisory services, ITSMA helps companies achieve measurable results in terms of growth, profitability, and customer loyalty. Founded in 1994, ITSMA is headquartered in Lexington, Massachusetts, and has offices in California, the United Kingdom, and Japan.

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