

# PRESS RELEASE



For Immediate Release  
July 3, 2008

**Contact:** Tom Lane  
DM2 Software, Inc.,  
(800) 866-5151 or toml@dm2.com

## **DM2 Software Holds 6th Annual User Conference**

*DM2 Connections 2008 User Conference Brings Customers Together*

**VANCOUVER, WA, June 11th - 13th** — DM2 Software, Inc., a leading provider of business-management software solutions to the petroleum-distribution and convenience-store industries, held its 6th annual Connections 2008 User Conference in Vancouver, WA June 11th—13th. With over 150 end users, partners and DM2 staff members participating, it was one of DM2's largest conferences.

After a brief *State of the Company* address to kick things off, Tom Lane, DM2's Vice President of Sales, introduced the keynote speaker from Sage Software. Sage demonstrated their commitment to DM2, one its top MAS Master Developers and Resellers, by sending Mike Morper, the Senior Director, Product Manager for the entire MAS product line to present. Mike's presentation focused on Sage's new V4.3 release (see article below) and how they are tapping into the Web 2.0 generation when designing software for the future. Mike also did a great job of covering the direction Sage is heading based on customer feedback and competitive analysis.

Other highlights of the conference were presentations on *What's New in DM2, A Look into the Future* and *End-to-End Automation*. Chris Lemonier's, DM2's Vice President of Technology, *What's New in DM2* presentation covered all of the new automation and reporting features that are included in our new 4.05.7 release. In his *A Look into the Future* presentation, Chris introduced DM2's upcoming V4.3 release.

Caveman Oil and Jetson Energy were back by popular demand in the "*End-to-End Automation—A day in the life...*" presentations that were led by Roxanna Bryant, the Vice President of ABS Consulting. These presentations compared the daily operations Caveman, a, shall we say less than automated marketer, to that of Jetson Energy, a DM2 V4.05.7 power user. The DM2 Not Quite Ready for Prime Time Players, aka the Sales Department, in a light hearted way, helped illustrate some of the frustrations Caveman's employees and customers experience due to their lack of automation.

As the daily cycle progressed, our partners, ASG-Cypress, DTN Energy, SmartLogix and ZyTax, were brought in to present how we have integrated them into our overall automation solution. ASG-Cypress' demonstrated the power of DM2 Paperless Office solution and how it is not just about reducing paper but improving workflow and collections too. DTN Energy touched on how the 5 interfaces DM2 developed (DTN AP Invoice, Bill of Lading, DTN Credit Card, DTN Invoicing and DTN Supplier EFT) can help with the care and feeding of your suppliers. SmartLogix demonstrated the real-time integration between their truck automation system to DM2's system. They also had their Mobile Command Center on display outside the conference. To complete the daily cycle, ZyTax gave an overview of how their software and services can help DM2 customers streamline their motor fuel tax compliance reporting and eFiling.

On the final day, attendees were given the opportunity to have their voices heard at the *Voice of the Customer—Software Enhancement Forum*. This session gave customers the opportunity to influence DM2's future development efforts and strategic vision with their input.

Existing DM2 customers can visit the DM2 User Forum at <http://forum.dm2.com> to access these presentations. This is a great way to share what they learned at Connections with their co-workers or to get to see what they missed if they were not able to attend.

Mark your calendars; next year's DM2 Connections User Conference is already scheduled to take place June 10th through the 12th in Vancouver, WA

#### **ABOUT DM2 SOFTWARE**

*DM2 Software provides DM2 Petroleum Insights ERP accounting, tax, automated fuel billing and other business management software to more than 300 petroleum-distribution companies nationwide. For more information, contact DM2 Software at (800) 866-5151, or visit [www.dm2.com](http://www.dm2.com). DM2 Software is headquartered at 7700 NE Greenwood Dr., Ste. 200, Vancouver, WA 98662.*