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**PRESS MEDIA RELEASE**

**InSource to use *planningIT* as their preferred IT Planning and Management solution for global insurance and investment clients**

**ORLANDO, Fla --Gartner Symposium/ITxpo 2007 — Oct. 9, 2007:**

[alfabet Inc.](#), the leading provider of standard software for enterprise IT planning and enterprise architecture management, has entered into a definitive agreement today with [InSource](#), a service provider specialized in helping clients in the insurance and investment management industry achieve exceptional results from their business operations and technology, to leverage alfabet's *planningIT* as the preferred software solution for accelerated IT-business performance.

InSource has a unique ability to leverage synergies and experience across the insurance and investment industries. Its battle tested processes, practices and methodologies accelerate client projects, effectively manage risk, and add significant value to realizing project goals. In the financial services sector where business processes are largely controlled or managed by IT processes, IT is coming under closer scrutiny as a target for synergies identification, cost savings and process improvement. alfabet's integrated IT platform complements InSource services by uncovering these and other opportunities on a continuous and systematic basis (performing while transforming).

“Over the course of several engagements for Global 2000 clients, we saw a common set of needs to rapidly assess the current state and future demands of large, complex and globally distributed processes, applications and supporting IT infrastructure. The result of properly analyzing this data is visibility into the tangible and intangible value provided by business applications, allowing executive management to make informed and prioritized investment decisions”, says Erik Masing CEO of alfabet.

“Alfabet's *planningIT* provides us with a comprehensive solution to accelerate our efforts and enable our clients to sustain long term benefits. With *planningIT*, our teams work with our clients to rapidly assess their environments, even when multiple team members, potentially in different locations, are gathering data. But more importantly, *planningIT* supports the IT transformations that are required by our clients providing them with ongoing strategic, technical and business decision support and a means to make their IT more agile”, says David Shalaby, President of Insource.

alfabet CEO Erik Masing says he welcomed InSource's support of *planningIT*, and believes there is an excellent basis to extend the positive experiences the companies have shared thus far.

## **About alfabet**

alfabet enables companies to see, analyze, control and align IT initiatives with business priorities continuously. Its planningIT® software is unique in tightly coupling business priorities and IT returns with current and future initiatives. Competitive point solutions offer modeling or repository functions with a static view of priorities, architecture and infrastructure. alfabet provides a holistic, integrated and collaborative approach that offers continuous transparency into how IT and business information, processes and roles are changing and need to be managed over time.

The company serves a global user community of 15,000 IT professionals in more than 40 countries in a variety of industries, including automotive, financial services, telecommunications, logistics, high-tech and others. Its customers include international corporations such as AMB Generali, BP, DaimlerChrysler, Deutsche Bahn and T-Systems. Founded in 1997, alfabet is based in Berlin with U.S. headquarters in Cambridge, Mass.

## **About InSource**

InSource, LLC was formed in 1997 with the mission to provide superior project delivery and technology enablement services. InSource is a proven, high-value business and technology consulting firm offering our clients both industry and technology expertise. Our consultant teams receive firm-wide support and are flexible and results-focused with the mission of providing clients with superior project delivery and technology enablement services. The value of our services is in our dedication to client success. Our Consulting Centers of Excellence teams provide IT frameworks that produce immediate and positive results in all areas of business and IT.

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