



Keyedin Solutions Signs First Client for Mid-Sized ERP Solution

Second-Generation Family Manufacturing Business to Unlock Competitive Benefits of Streamlining and Integrating Every Facet of Business, from CRM to Production

MINNEAPOLIS, Minn. — Feb. 6, 2012 — Keyedin Solutions, a late-2011 startup that provides SaaS and consultancy solutions for small- to mid-sized businesses, today announced the sale of their DataSign ERP SaaS solution to Wausau, Wisconsin-based Graphic House, Inc., a full-service, custom signage manufacturer. It is the first client that Keyedin Solutions has signed since taking majority ownership of Datacom International, a fully integrated Cloud-based enterprise software provider, in January 2011. Founded in the 1970s, DataCom International was a pioneer in developing on-demand ERP technology for the manufacturing sector.

Keyedin Solutions engaged with Graphic House to provide an ERP SaaS solution that delivers end-to-end integration, insight, and control for all facets of the business: CRM, proposals, estimates and quotes, sales and work orders, job costing, shop floor control, inventory production reports, job status tracking, project management, financials and budgeting. The family-owned, 40-employee company serves 800 clients across the U.S. Midwest from its 32,000-square-foot headquarters and production facility.

“It was easy to see the business performance that would result from improving and streamlining every process in the organization,” said Bob Radder, Graphic House Inc.’s Vice President of Sales and Marketing. “Processes that were managed before on individual, disconnected Excel spreadsheets and by running down the hall and talking to somebody will now be totally integrated. I’ve seen this software at work first-hand and this will have a measurable impact on our ability to do our jobs more effectively and ensure that the business we’ve built together stays competitive well into the future.”

“We’re thrilled to announce Graphic House as our first client,” said Lauri Klaus, CEO of Keyedin Solutions. “More and more mid-sized manufacturers are seeing how much better they can scale and compete when they integrate all their processes with ERP business software. We’re proud to be a part of Graphic House’s next success story. We plan on writing many more.”

About Keyedin Solutions:

Keyedin Solutions, Inc. was founded by a team of technology leaders with considerable experience in developing and delivering technology applications in areas such as ERP (Enterprise Resource Planning), professional services automation and project management. The company offers both SaaS (Software as a Service) solutions and consulting services to help mid-market organizations gain control and visibility over their resource capability and deployment, streamline workflow processes, increase operational efficiency, and achieve cost savings and improved business performance. Learn more at <http://www.keyedin.com>.

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