



FOR IMMEDIATE RELEASE

**HARDMETRICS AND TELERX TO CO-HOST OPERATIONAL BUSINESS ANALYTICS
PRESENTATION AT SOCAP IN NYC**

Philadelphia, PA – September 8, 2009 – [HardMetrics](#), providers of on-demand and enterprise versions of analytics solutions for call center driven businesses, today announced they will join Telerx, the industry's 15th largest US-based customer care outsourcer, in a live presentation for New York Metro's chapter of SOCAP (The Society of Consumer Affairs Professionals in Business) Annual Technology Forum.

The joint presentation will outline best practices for deploying operational analytics and business intelligence solutions for business users. Attendees will learn how Telerx has improved data availability and integrity, reduced IT support costs, deployed advanced analytics to multiple layers of the organization and increased corporate performance by implementing the HardMetrics Performance Manager (HPM) solution. HPM is used to capture, store, correlate and analyze the millions of rows of data produced by the distributed and platform diverse Telerx enterprise. The resulting universal view of the business was implemented and is maintained at a fraction of the cost compared to legacy business intelligence platforms or in-house developed solutions.

WHAT: HardMetrics and Telerx presentation at SOCAP, New York Metro chapter's Annual Technology Forum.

WHEN: September 9, 2009, 9:00 a.m. – 2:00 p.m. EDT

WHO: Joe Przybylowski, Vice President, HardMetrics
Gina Blevins, Sr. Director, Operational Optimization, Telerx

WHERE: Macy's Herald Square, New York City, New York

INFORMATION: For more information about New York Metro SOCAP, visit:
<http://www.nymetrochapter.org/meetings-0909.html>

To learn more about on-demand analytics for call center-driven businesses, please view:
Contact Center Services Leader Transforms Business Performance Management at:
www.hardmetrics.com/dload/hmpp_call_center.pdf.

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