



iDatix Nominated for “Emerging Technology Company of the Year” Award by Tampa Bay Technology Forum

iDatix, a leader in Business Process Automation and Enterprise Document Management solutions, is nominated for the “Emerging Technology Company of the Year” Award by the Tampa Bay Technology Forum (TBTF). TBTF, Central Florida’s premier technology industry association, will announce the winner at its 4th Annual Industry Achievement Awards ceremony on November 8, 2007 to be held at the A la Carte Pavilion in Tampa.

Tampa, FL, October 17, 2007 --(PR.com)-- iDatix, a leader in Business Process Automation and Enterprise Document Management solutions, is nominated for the “Emerging Technology Company of the Year” Award by the Tampa Bay Technology Forum (TBTF). TBTF, Central Florida's premier technology industry association, will announce the winner at its 4th Annual Industry Achievement Awards ceremony on November 8, 2007 to be held at the A la Carte Pavilion in Tampa.

In its 4th year, the TBTF Industry Achievement Awards is one of the Florida's most prestigious programs for the recognition of achievement in business, technology and innovation. The TBTF Industry Achievement Awards finalists were selected by a panel of 12 judges, which included many Tampa Bay technology CEOs, CIOs and University of South Florida and University of Tampa professors.

The “Emerging Technology Company of the Year” Award is presented to an emerging Tampa Bay-area company that has achieved significant recent business success as evaluated by the following criteria:

- Demonstrated market differentiation with a strong potential for market adoption
- Potential for strong economic impact on Tampa Bay area (through creating jobs and expanding facilities)
- Has overcome early challenges and is on a clear path to sustainable growth
- Demonstrated financial viability

“The quality and diversity of the firms and individuals nominated for this year's Industry Achievement Awards was outstanding,” said Amy Norman, TBTF's President and CEO. “The finalists selected are excellent examples of the wealth of innovation, talent and community involvement present in Tampa Bay's technology industry.”

“It is an honor to be nominated for this award,” said Steve Allen, iDatix's CEO. “TBTF is a great venue for assisting emerging companies such as iDatix by providing valuable resources and connections to Bay Area business leaders who give freely of their insights, experiences and contributions to the success of many bay area firms.”

Named a “Best Place to Work” by the Tampa Bay Business Journal two years in a row, iDatix is an emerging leader in the development of Business Process Automation Software whose mission is to “Simplify the Workplace”. With a unique document and worker centric approach to Business Process Automation, Management and Improvement, iDatix optimizes the most expensive and precious resource



to a company, the staff. On average, iDatix customers see an ROI within 9 months and can re-allocate at least 30% of “busy work” staff. By using iDatix's SOA and Web 2.0 enabled solutions, companies can lay a foundation for growth that enables their business to scale their processes and workloads with ease.

Among iDatix's 250+ international implementations, local clients include many of Tampa Bay's most respected companies like Gunn-Allen Financial, Frank Crum, Tropicana and Market Street Mortgage. iDatix solutions have saved thousands of man-hours and millions of dollars, allowing each company to be more agile and competitive in their respective industries. In addition, iDatix continues to support the local community with many Tampa Bay-area charities and the PACE Center for Girls.”

Tickets for the Awards Gala are available now at www.tbtf.org. Individual tickets are \$100 for TBTF members and \$115 for non-members; tables of ten are \$1000 for TBTF members and \$1200 for non-members.

For more information about iDatix, visit www.idatix.com.

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