



Attaain Inc. Appoints Better Idea Group as Marketing Representative for the AttaainCI™ Competitive Intelligence and Market Intelligence Software as a Service

Blacksburg, VA, April 07, 2008 --(PR.com)-- Attaain Inc. today announced the appointment of San Jose, California-based Better Idea Group as a marketing representative for the AttaainCI™ competitive intelligence and market intelligence software-as-a-service.

AttaainCI is a leading web-based solution for competitive intelligence and market intelligence research and tracking. The AttaainCI software/service provides powerful tools for researching, analyzing and real-time tracking of competitive intelligence and market intelligence about companies, people and markets crucial to the success of a business. The system tracks the latest intelligence on key competitors, sales prospects, customers, potential partners, target markets, industry people and more, across single or multiple lines of business. In addition, it provides powerful web marketing analytics to improve the effectiveness of clients' web marketing strategies.

Daryl Scott, President and CEO of Attaain, states, “The Better Idea Group (BIG) has a seasoned business technology team with deep experience in enterprise software solutions. We are very pleased that our customers and prospective customers will now be able to draw on this depth of experience in evaluating, implementing and using AttaainCI. With the increasing number of West Coast customers and customer opportunities that we are seeing for AttaainCI, we look forward to working closely with BIG to further expand the level of service that we provide to customers in the Silicon Valley area and beyond.”

According to Ernest Cook, Founder and Principal of Better Idea Group, “Attaain has created a unique solution that is perfectly suited to the competitive intelligence and market intelligence demands that we find at rapidly growing companies. Since our founding in 1998, we have worked with many such companies in implementing a variety of leading-edge business technology solutions, and are happy to now offer AttaainCI to further expand the strategic business intelligence solutions that we provide to our customers.”

Representatives from both Attaain Inc and Better Idea Group will be demonstrating AttaainCI in the Attaain Inc booth at the upcoming Society of Competitive Intelligence Professionals (SCIP) 2008 Annual Conference and Exposition, April 15-17, 2008, at the Manchester Grand Hyatt in San Diego, California. Attaain will be exhibiting at the conference in Booth #201.

About Attaain

Attaain Inc. delivers “active intelligence for strategic advantage” with AttaainCI, the comprehensive web-based solution for researching, analyzing and real-time tracking of competitive intelligence and market intelligence about companies, people and markets crucial to the success of a business. The AttaainCI competitive intelligence system tracks key competitors, sales prospects, customers, potential partners, target markets, industry people and more, across single or multiple lines of business.

The AttaainCI [competitive intelligence software](#) continuously monitors, filters and integrates information



from a wide range of sources, and provides immediate access to this key market intelligence 24 hours per day, 7 days per week, and 365 days per year. The system provides real-time competitive intelligence to drive strategic decision making in areas such as: marketing, sales and sales management, product development and management, strategic planning and top management decision making across all company disciplines.

For complete information, visit: www.attaain.com

About Better Idea Group

The Better Idea Group is a software services firm with a focus on building, delivering and supporting solutions for organizations that want to improve the effectiveness and efficiency of their mission critical information systems.

Better Idea Group has deep experience in assisting companies in numerous industries to develop and implement leading edge technology solutions to meet their business needs. To demonstrate Better Idea Group's commitment to delivering state of the art information solutions, they sought and won Microsoft competencies in both ISV/Software Solutions and Network Infrastructure Solutions. The Better Idea Group is located at 12 South First St., Suite 705, San Jose, CA, 95113, ph. (408) 850-8117. IT's time for a Better Idea.

For complete information, visit: www.betterideagroup.com

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Contact Information:

Attaain Inc.
Daryl Scott
540-443-9213
info@attaain.com
www.attaain.com

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