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Point of Reference Announces Spring 2011 Release

Latest ReferenceStor Release Features New User Interface to Reduce Learning Curve and Increase User Adoption

DENVER, CO – April 27, 2011 – [Point of Reference](#)®, the industry thought leader in [customer reference management](#) solutions, today announced the immediate availability of the Spring 2011 release for their flagship [ReferenceStor](#)™ offering, a SaaS solution. The release features a new user interface (UI) that emulates the top consumer websites where people spend a significant amount of leisure time. This familiarity will reduce the learning curve and increase user adoption.

“This release improves both usability and the website speed,” said David Sroka, CEO and president at Point of Reference. “Working with a respected Silicon Valley UI design firm, we’ve made a significant leap in terms of user experience with our product.”

The new UI incorporates the user interaction conventions that have become defacto standards on many of the most frequently used database-oriented websites. For example, lightboxes have replaced pop-up windows, hover-over menus now provide contextual options for related records, and the search model will be instantly familiar to any e-commerce shopper. Basing the ReferenceStor interaction on this familiar model will translate to higher productivity for salespeople, the largest percentage of users, due to their ability to intuitively learn and use ReferenceStor.

“Consumer websites have tended to lead the way in offering their customers an engaging experience versus a series of pages,” according to Richard Fouts, research director at [Gartner Group](#). “Companies like Point of Reference are wisely injecting these consumer learnings into the experience they offer their B2B clients. The new release of ReferenceStor is a perfect example of how this can successfully be achieved.”

The new user interface offers the following features:

- A more efficient, goal-oriented workflow that makes performing tasks straightforward and less cumbersome
- Improved status visibility that clarifies what's important to focus the user's attention
- A simplified, consistent navigational structure that lessens the learning curve
- More flexible/simple searching to make it easier for the user to find what they want
- Added contextual information and actions to simplify getting work done
- Improved access to related objects (shortcuts) that allows the user to navigate by relevant context

For more information, visit Point of Reference at www.point-of-reference.com.

About Point of Reference®: Point of Reference provides a full complement of customer reference management solutions to organizations determined to cultivate and capitalize on high value customer relationships. Primary business lines include ReferenceStor™, a hosted customer reference management software solution, and TruPoints™, recorded content development services based on a well-honed interview methodology. With Point of Reference, clients can finally orchestrate coordinated customer reference activities, inject references into sales and marketing opportunities with less time and hassle, and build a library of 24/7 available customer references to end burn-out. For more information visit: www.point-of-reference.com

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