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## **m<sup>2</sup>Methods.net Partners with IBM in a New Initiative for Web Integrators**

**Pittsford, NY**, February 9, 2001 – m<sup>2</sup>Methods.net, a leading business software and services provider to the retail industry, announced today that it has been named a member of IBM's Web Integrator Initiative.

“Through this partnership with IBM, m<sup>2</sup>Methods.net gains a competitive advantage in the e-business solutions market. IBM's Web Integrator Initiative provides marketing and technical support, and industry expertise for building the next generation of web-based e-business solutions that are reliable, scaleable and secure. This gives m<sup>2</sup>Methods.net the ability to design, market and implement the most optimally performing network-based software solutions, providing superior value to our clients.” said Gary German, m<sup>2</sup>Methods.net's SVP of Sales and Marketing.

Also a member of IBM PartnerWorld for Developers, m<sup>2</sup>Methods.net has begun the process of certifying key members of its development and consulting staff in IBM technologies, specifically, Domino, VisualAge for Java, WebSphere Commerce Suite and DB2 Universal Database. These cross-platform applications include e-commerce, e- collaboration and business integration. By leveraging these certifications in the business marketplace, m<sup>2</sup>Methods.net distinguishes itself from many web integrators and is also able to integrate with their client's legacy and mission critical operations.

### **About m<sup>2</sup>Methods.net**

m<sup>2</sup>Methods, a leading business software and services provider, has developed a data-driven architectural platform, based on Java and XML, that allows them to quickly create and deploy network-based software solutions. m<sup>2</sup>Method's applications automate “best practice” processes and procedures related to customer service and workflow improvement for distributed location retailers in the food, drug and household products industries. Client benefits include remarkable cost savings, enhanced customer service levels as well as increased revenue opportunities. The use of new network and computing technologies, in combination with m<sup>2</sup>Method's decades of collective experience with leading retailers, enables the automation of processes that today's most innovative retailers are attempting to provide through inefficient and expensive people

and paper-based initiatives. For more information on m<sup>2</sup>Methods.net, please call (716) 586-4830 or visit [www.m2methods.net](http://www.m2methods.net)

### **About IBM's Web Integrator Initiative**

IBM's Web Integrator Initiative empowers Web developers with the technology to rapidly develop mission critical, scalable e-business solutions by providing access to IBM offerings. To date, more than 500 Web Integrators in North America have joined the Initiative. For more information on IBM's Web Integrator Initiative, call (800) 426-7080, or visit [www.ibm.com/software/webintegrators](http://www.ibm.com/software/webintegrators).

