

P R E S S R E L E A S E

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CMI White Paper Says Companies Profit with IBM's Cast Iron

Bay Area Tech Firm Makes Strong Case for Big Blue Software Offering

[December 16, 2011. Mill Valley, CA] – Chouinard & Myhre, Inc (CMI) today released another in their new line of “CMI Business Brief” White Papers, this one touting the financial and business benefits of a key software offering, Cast Iron, from industry giant, IBM.

With a target audience of C-Suite executives, this CMI White Paper follows the now familiar path of splitting the White Paper author perspectives three ways: the White Paper author proper, in this case CMI's Director of Professional Services, Alexander Price; a personal perspective section by CMI's Chief Technology Officer, Kris Neely; and a Chief Financial Officer's perspective by former Fireman's Fund CFO Dick Kernan.

The result is a well laid-out, encompassing discussion of how Big Blue's Cast Iron offerings can, in the words of the White Paper, “help a company make money, save money, and stay out of jail.”

In a nutshell, Cast Iron, uses hundreds of pre-defined templates to help firms build interfaces between applications, facilitating the interchange and/or integration of data. In addition, firms can use Cast Iron's ‘drag-and-drop’ GUI interface to build new templates as well. The

historic process of laboring over handcrafted programming code to build interfaces is eliminated.

“There’s no question about it, IBM’s Cast iron is a game changer,” said CMI’s CTO, Kris Neely. “Pick a metric: lower application integration costs, better time to market, less application re-work, improved productivity, or reducing cloud-to-traditional application integration timelines from weeks to days or hours, or months to weeks, Cast Iron gets the job done, period. We examined case after case where IBM’s Cast iron tools had made demonstrable differences that in some cases cut six-figures off the cost of the IT projects in question. The White Paper covers all that in detail and we think C-Suite execs will find it a fascinating read on an important topic.”

Adding in an experienced voice like Dick Kernan, former CFO at Fireman’s Fund Insurance and at Acacia Pacific Holdings, Inc., helps ground this White Paper in business reality and adds a valid and valuable ‘CFO seal-of-approval’ that most industry missives on topics like this simply don’t have.

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About CMI

CMI leverages over 35 years of experience, serving as an extension of client teams while helping them achieve competitive advantage through technology and innovation. We offer systems and storage infrastructure,

software, cloud enablement, consulting and professional services in the relentless pursuit of IT optimization. The agile and highly responsive engineering talent at CMI see concepts through to reality, providing answers to client challenges that earn us trusted partner status with clients, partners and vendors. Our approach is to foster lasting relationships built on integrity and a strong commitment to pursuing the right solution for our client's situation. For additional information, visit the CMI web site at www.cm-inc.com.

About IBM & Cast Iron

IBM is already known for the industry-leading application integration capabilities it offers for both on-premise and business to business applications. With Cast Iron, IBM offers clients a complete platform to integrate cloud applications from leading providers including Salesforce.com, Amazon, NetSuite and ADP, with on-premise applications, such as SAP and JD Edwards. Using hundreds of pre-built templates, expensive custom coding can often be eliminated, allowing for simple and fast application integration. These results can be achieved using a physical appliance, a virtual appliance, or a cloud service with attractive entry and pay-as-you-go pricing. For more information, visit IBM at www.ibm.com.