



## PRESS RELEASE

**Paradigm Software Rebrands as Nexelus, Launches Cloud-based Operations Platform for Ad Agencies**

### **Paradigm Software Technologies rebrands as Nexelus, launches the first integrated cloud based operations and financial management platform for global ad agencies**

New York, NY – December 5, 2014 - Paradigm Software Technologies Inc., the leader in cloud based workflow management software for digital agencies, has rebranded as Nexelus <http://www.nexelus.net> and launched the first integrated cloud based operations and financial management platform for global agencies. Nexelus offers global agencies a unified SaaS platform to integrate business processes and workflows across multiple entities and communications disciplines, including, digital, media, strategy, production, technology, sales promotion and public relations. Using Nexelus, agencies can significantly reduce the time, resources and costs to run operations by eliminating manual tasks, spreadsheets and information silos.

“Today, efficient and effective workflow and resource management is paramount for agencies. Marketers are demanding efficiency, transparency, accountability and a return on every dollar spent”, said Atlee Brown, Co-Founder & CEO of Nexelus. “Most agencies are plagued by operational bottlenecks and high resource costs because traditional systems are unable to adapt to the complex, technology driven world of digital advertising. The launch of Nexelus is the culmination of our vision to deliver a unified digitally-focused agency operating platform to integrate and automate business practices across multiple entities and disciplines.”

Nexelus was architected “from the ground up” during 3+ years of intensive R&D to address the specific challenges in digital operations, resource and workflow management. Built on the latest .NET and web services technology, Nexelus’ open API based architecture integrates with best in class 3<sup>rd</sup> party ad tech platforms, including, Ad serving, Search, Demand Side Platforms (DSP) and Data Management Platforms (DMP). Nexelus Digital Media Plan-to-Pay platform automates an agency’s digital media workflow, from media plan authorizations to insertion orders, performance measurements, billing, media invoice reconciliation and analytics.

Through an exclusive collaboration with Google, Nexelus has developed the industry’s first electronic insertion order and media invoice reconciliation tool for digital media buys. This integration with Google adwords and related billing-3 platform will serve as a blueprint for much needed automation in the digital media ecosystem. The successful launch of this integration earlier this year marks yet another milestone in Nexelus’ commitment to deliver innovative solutions to the industry in general.

Nexelus will continue to develop the platform in the coming months to include mobile apps (iOS, Android) and enhanced programmatic buying integrations.

**About Nexelus.** Nexelus is a leading provider of cloud based operational software for global agencies. Nexelus automates an agency's operational processes from a single dashboard, including, project and workflow management, resource management, capacity planning, timesheets, expense reports, billing, digital media planning-buying-billing-reconciliation, purchasing, client profitability and dashboard analytics. Nexelus integrates with leading ERP/Accounting systems, including, Microsoft Dynamics, SAP, Oracle, JD Edwards, Netsuite and Sage. As a Microsoft Gold Certified Partner, Nexelus offers seamless, out-of-the-box integration for Microsoft Dynamics AX and GP Accounting.

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