
CBRE|Melody
5847 San Felipe, Suite 4400
Houston, TX 77057
www.cbremelody.com
T: (713)787-1900
F: (713)787-1998

Analytic Solutions.com
9780 S. Meridian Blvd. #210
Englewood, CO 80112 USA
www.analytic-solutions.com
T: (303) 663-5900
F: (303) 688-3700

CBRE|Melody to Implement ProLinkCMO™

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Houston, TX CBRE|Melody and Analytic Solutions.com, Inc. (Analytic) are proud to announce CBRE|Melody's adoption of ProLinkCMO™, Analytic's software suite created specifically for the commercial real estate mortgage industry.

The ProLinkCMO™ system includes a customized, web-based interface, a configurable database, and the ability to use Microsoft Word and Excel documents as the primary user workspace.

"CBRE|Melody is one of the largest commercial real estate mortgage bankers in North America, and we're growing," says Bill Murphy, CBRE|Melody's Director of Information Systems. "We need a state-of-the-art software systems to coordinate our efforts across the enterprise."

Analytic's client-centered approach to software development was a key factor for CBRE|Melody. Analytic configures the ProLinkCMO™ system according to existing business practices, creating a new system based on familiar workflow processes. Analytic automates what we already do, allowing us to do it faster and more efficiently."

Shawn McKenna, Analytic's founder and President describes his design philosophy. "Our goal is to create software that supports the generation of income through the capitalization of commercial real estate. Our experience is that our clients already know how to conduct their business and our role is to help them do it better."

ProLinkCMO™ utilizes and integrates a company's existing document templates, spreadsheet models, data, and systems, bringing together diverse tasks, business processes and data from each stage of the transaction process into a centralized work environment. Because users continue to work in their existing documents and spreadsheets, adoption rates are high and training issues are minimal. Behind the scenes, ProLinkCMO™ collects and stores the data, making it available enterprise-wide.

“ProLinkCMO™ will benefit CBRE|Melody by leveraging deal, loan, property and lender/borrower data from its first point of capture, whether in a borrower application, contact management system, underwriting spreadsheet, or any other source.” Shawn McKenna explains. “ProLinkCMO™ expands accessibility of data previously known only to individuals, making it Enterprise Level Intelligence. This greatly improves organization, productivity and ultimately gives CBRE|Melody a distinct competitive advantage.”

CBRE|Melody’s ProLinkCMO™ implementation is underway with completion expected in 2nd Quarter 2006.

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