

Luxor CRM helps PSC Industrial Services Transport Sales to a New Level

For Immediate Release

Toronto, January 6th, 2006 Atum Corporation and PSC Industrial Services Inc. today announced Atum's Canadian-based hosted Customer Relationship Management (CRM) solution, Luxor CRM, is the CRM solution of choice for PSC's business units in both the United States and Canada.

PSC is one of North America's leading integrated service providers of industrial services. PSC has over 120 locations throughout North America and employs over 5,000 people. PSC offers a range of services that cover a broad spectrum of industrial needs, including industrial cleaning and maintenance, environmental and waste services, oilfield services, emergency response, onsite services, and transportation.

PSC provides services to industrial clients in almost every sector, and therefore has a number of vastly different business units geographically spread across North America. They were looking to implement a system that would facilitate communications between management, sales, marketing and front-line service providers according to their existing infrastructure.

Having chosen Luxor CRM as an interim solution in their Canadian business unit in 2004, PSC Industrial continued to investigate large-scale enterprise CRM/ERP solutions for their American business units. PSC entered into a detailed investigation of leading CRM solutions, including Microsoft CRM and Salesforce.com.

"Luxor CRM was working so well in our Canadian Business Unit that we wanted to replicate that success across our entire operation," stated Jim Kuehn, General Manager, PSC Industrial Services, Inc. "The Luxor CRM team was so willing to learn our unique processes, and Luxor CRM itself was so easily customized to our needs, it just seemed like a natural next step to roll out the Canadian solution across the board."

"It was very exciting to work with PSC," said Lukas Szczurowski, Atum Corporation's Sales and Channel Manager. "PSC is one of North America's leading services corporations, and it is a pleasure to work with them to streamline their sales and customer data. PSC offers such a wide portfolio of industrial services, Luxor CRM's flexibility and customizability was simply the right fit for what they needed."

Built *by* salespeople, *for* salespeople, Luxor CRM supports sales departments through its intuitive interface design and powerful features that can easily be customized to reflect each company's unique requirements. Using Luxor CRM's advanced synchronization features, sales data is easily kept current between members of a sales team and their sales management, no matter where they are physically located. This feature enables sales representatives to have instant access to sales data no matter where they are located, providing them with the knowledge required to provide superior customer service to their clientele across the continent.

With Luxor CRM, PSC Industrial Services is looking forward to realizing solid bottom-line benefits through increased efficiency, consolidated sales data and improved access to critical customer information.

About Atum

The Atum Family of Companies has been a leading provider of e-business solutions since January 2000. With offices in located in Canada (Atum Corporation) and Turks and Caicos (Atum Limited), Atum develops products that enable any company to streamline processes and increase efficiency.

Atum specializes in scalable ASP CRM solutions for small and medium sized businesses. Atum's flagship offering, Luxor CRM is an intuitive web-based CRM and SFA solution that leads the CRM industry in terms of its ease of use and intuitive browser interface. A Microsoft Partner, Atum also offers sales and support for Microsoft CRM and Microsoft Great Plains.

Our other innovative solutions include network security and administration consulting, custom internetworking connectivity solutions, custom software design, and Web hosting solutions.

The advantages we provide make us stand out from the rest: boundless possibilities through the most innovative and individually customized combination of services possible.

For more information, please see www.atum.com.

About Luxor CRM

Luxor CRM takes hosted CRM to the next level. Delivering the most powerful sales force automation (SFA) and customer relationship management (CRM) features without the headaches of installing new software systems, Luxor CRM can be implemented in days, not weeks or months. Rapid ROI and an industry-leading rate of user acceptance make Luxor the CRM solution of choice for businesses of all sizes and in all industries. An online CRM solution, Luxor CRM harnesses the power and flexibility of the Internet to help you manage your customer information more effectively than ever.

Luxor CRM is designed by Atum Corporation, 767 Creditstone Rd. Concord, Ontario L4K 4P5
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About PSC Industrial Services, Inc.

As one of North America's leading industrial services providers, PSC supports its clients through the application of proprietary technologies which improve their operating efficiencies, support safety and compliance objectives and reduce the downtime associated with maintenance and turnaround activities. PSC employees are experts in the industries they serve and work with clients to develop innovative solutions that deliver exceptional results.

PSC emphasizes environment excellence, a strong safety record and an impressive array of quality service capabilities in the areas of:

- Industrial Cleaning
- Environmental and Waste Services
- Transportation Services and Supplies
- Emergency Response Services
- Oilfield Services

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