

FOR IMMEDIATE RELEASE

## Joe Torano Named VP of Channels at ACOM; Calls Product Suite Right Channel Solution at the Right Time

LONG BEACH, California, August 27, 2009 – ACOM Solutions, Inc. has appointed veteran technology sales and marketing executive Joe Torano to be Vice President of Channels, reporting to Senior Vice President James R. Scott, who launched the company's channel sales effort in 2008. Scott will continue to head marketing and direct sales at the company. Torano will maintain offices in North Carolina, where he is a long-time resident, as well as at ACOM headquarters in Long Beach, California.

"Joe Torano brings a remarkable record of success in technology industry sales and operations to this new position," Scott said. "In a career spanning more than some 30 years, he has demonstrated a unique ability to read the market and to address it with powerful and productive sales programs and operations skills. Equally at home with hardware and software, Joe took a software firm from a \$1.2 million base to more than \$32.5 million over a seven year period. His in-depth awareness of the channel, how it operates, and what it needs is exactly what ACOM requires to move to the next level."

Among his career highlights was his tenure as chief operating officer and a director at document management solutions provider FormScape, Inc., where he developed a partner network that covered more than 20 countries, generating a worldwide customer base of more than 4,000 companies, and propelling record revenues and 15 consecutive quarters of profitability. His success helped pave the way for the company's acquisition by a publicly traded technology firm.

Torano's career has taken him from IBM Corporation, where he spent 20 years in the mainframe, Networking and PC business units to top sales and executive positions in the software industry. Immediately prior to joining ACOM, he was senior vice president of sales and marketing at VillageEDOCS, developing and implementing business development strategies while executing the company's sales, marketing and public relations activities.

"ACOM presents an outstanding opportunity for solution providers looking to capitalize on the strong and growing demand for [document management solutions](#)," Torano said. "The available technology is solid –

[imaging](#), decentralized scanning, sophisticated [workflow processes](#), and easy integration with business systems – and current economic and regulatory conditions mandate that companies streamline their back office processes. ACOM fits nicely in this scenario with a powerful product suite that supports these initiatives while allowing users to maximize their investments in core business systems."

"The company's well-conceived VAR Success Program enables our channel partners to serve its customers with the solutions they need quickly and efficiently and with exceptionally fast return-on-investment," he added. "It is the right channel solution at the right time, and I am excited with the opportunity to lead the ACOM partnership effort."

### About ACOM's VAR Success Program

ACOM's VAR Success Program enables VARs to start generating leads and closing deals on day 1. The program includes a 4-step methodology, with a valuable set of unique Sales and Marketing support tools, including ACOM's "Lead-Machine Webinars for VARs" (experts show you how to quickly turn your website into a lead machine); ACOM's turnkey "Pay-per-Click in a Box" Program; "Ready-To-Go Marketing" campaigns; and ACOM's "Crawl, Walk, Run" Phased Sales Training Program.

### About ACOM Solutions, Inc.

For over 26 years, ACOM has been automating document and payment processes for more than 4,000 organizations, across all industries. ACOM develops solutions that are best suited for tactical deployments in the accounting/financial departments of mid-size organizations. ACOM's solutions integrate with any financial/ERP system to extend that system's capabilities; they dramatically improve an organization's efficiency by automating their previously manual, paper-based processes; and they significantly decrease an organization's costs. Likewise, by incorporating ACOM's solutions into their product offerings, ACOM's partners can bring an additional set of important cost-saving enhancements to their customers. For more information, call 800-347-3638 ext. 4306, email [partnerinfo@acom.com](mailto:partnerinfo@acom.com) or visit <http://www.acom.com/channels>

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