



**CONTACT:** Paulette Duderstadt  
[pduderstadt@advanticom.com](mailto:pduderstadt@advanticom.com)

### **ADVANTICOM ACQUIRES OPAL BUSINESS SOLUTIONS**

Western PA – As of July 1, 2008, Opal Business Solutions (OBS) is now part of Advanticom, Inc. , the largest provider of business process improvement solutions based in Pittsburgh. Advanticom acquired OBS as part of their strategic plan to focus on helping our clients improve their profitability. Advanticom delivers the single most unique value proposition in that across five practice areas they increase the profitability of their clients through revenue enhancement, better margin control, and lower operating costs.

Advanticom is a consulting firm that designs, engineers, integrates, and supports people, processes and systems for forward-thinking businesses. “At Advanticom we are about helping customers leverage their resources and expand their capacity through improved productivity and quality. We are developing innovative ways of increasing efficiency, developing competitive advantage, and ultimately driving profitability,” said Denise DeSimone, CEO of Advanticom.

Opal Business Solutions, founded in 2001, was a leading provider for Microsoft based accounting software solutions throughout the United States from their headquarters in the South Hills of Western Pennsylvania.

“Opal has helped numerous companies implement solid financial solutions,” said Scott Davidson, Founder of OBS, and Director of Business Development for Advanticom. “Now our clients will have access to a broad array of solutions and resources to solve their different business challenges. It’s a win-win for all of us and we look forward to the tremendous opportunities.”

“Combining strengths only makes sense,” said DeSimone. “At Advanticom, we match solutions to a client’s situation and that delivers bottom line improvement. We are excited about what the future holds.”

For more information about Advanticom, go to [www.advanticom.com](http://www.advanticom.com)

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1010 Western Avenue, 7<sup>th</sup> Floor, Pittsburgh, PA 15233 [www.advanticom.com](http://www.advanticom.com)