



**FOR IMMEDIATE RELEASE**

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## **Pacific Data Marketing Offers Two New Performance Management Software Solutions**

*The paperless employee performance appraisal solutions help human resource departments save time, reduce administrative burden and automate workflow.*

**Poway, CA – September 19, 2007** – Pacific Data Marketing, a leading provider of human resource management software, payroll solutions, and time & attendance tracking systems announced today that it is offering two new performance management software solutions including the award-winning Halogen eAppraisal and Performance Appraisal Management (PAM) for Sage Abra HRMS.

Manually administering employee performance appraisals is highly paper intensive and can be very cumbersome, time-consuming and often puts a heavy burden on human resource personnel and department managers. Using a Performance Management Software Solution will automate and simplify the appraisal process which can result in benefits that include:

- Eliminating paper reduces the time it takes to administer the performance review and eliminates duplicate data entry into an HR and payroll system.
- Configurable workflow ensures that the performance appraisal is routed to the appropriate department or personnel and automated reminders keep the process moving.
- Visual dashboards and reporting provide an onscreen summary of progress making it easier to determine the next action items and consistently complete appraisals on time.

PAM for Sage Abra HR is an automated and totally paperless performance management system that links directly to Sage Software's market-leading Human Resource Management Software. The integration allows companies that are currently using Sage Abra HRMS to streamline the appraisal management process without the need for data conversion or duplicate entry. For companies that are not currently using Sage Abra HRMS, Halogen eAppraisal offers a stand-alone performance management solution with flexible workflow and an intuitive web-based user interface that's easy to install.

"Electronic performance management is becoming a very important tool for human resource departments today," states Kim Dietz, President of Pacific Data Marketing. He adds, "With a shrinking workforce due to aging baby-boomers, it's more important than ever for companies to leverage the technology available to improve performance management programs, reduce turnover and foster employee loyalty. That's why we're very excited to offer these two new solutions that help companies accomplish those objectives."

### **About Pacific Data Marketing**

Pacific Data Marketing was established in 1993 as a human resources software consulting firm representing Sage Abra Suite, HR/Payroll, Recruiting, Training, and the line of Sage FAS programs by Sage Software, Inc. Pacific Data Marketing has been selected by Sage Software as a Professional Services Partner making them one of a few companies nationwide that can sub-contract services to Sage Software's direct sales customers. They are committed to providing industry-leading HR software to help clients quickly realize tangible results. Learn more at [www.pacificdm.com](http://www.pacificdm.com) or [www.fixedassetsoftware.com](http://www.fixedassetsoftware.com).

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