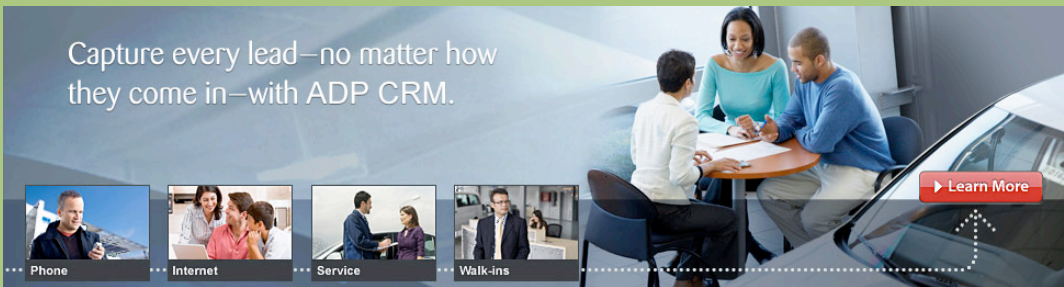


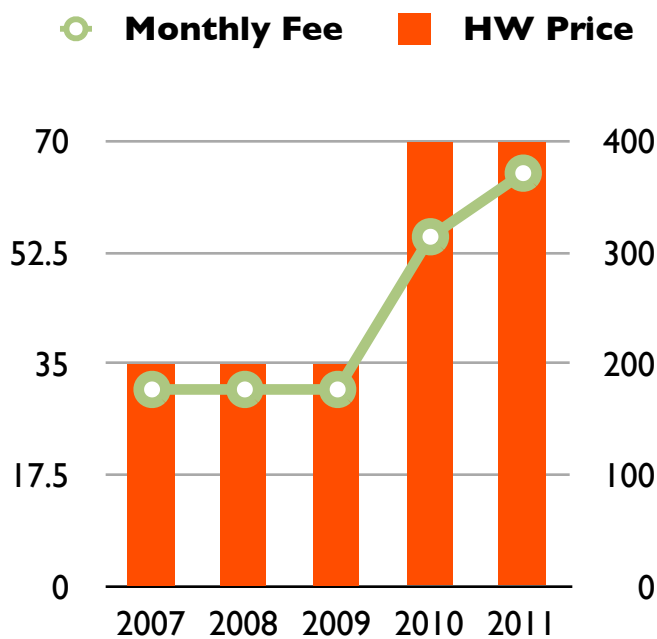
Pronto MSP Case Study

Capture every lead—no matter how they come in—with ADP CRM.



ADP Dealer Services acknowledges service benefits

Customer since 2006, ADP agreed to a price increase in both monthly service pricing as well as cost of Service Controllers (PSC)



ADP provides WIFI Hotspot service to Auto Dealerships in the continental United States. ADP's solutions are used to manage back office for more than 15,000 auto dealerships. ADP decided to add managed WIFI service to these dealerships in 2006 and started deploying Pronto solution in early 2007. Historically, Pronto has been charging \$31 per month for each location that goes live on ADP's

Network and one time cost of \$200 for each Hotspot Controller. Earlier this year, Pronto negotiated a revised fee structure and was able to convince ADP to start paying \$400 for each Hotspot Controller as one time cost. In addition, monthly management fee was increased to \$55 till April 2011 after which it will go up to \$65 per month.

Overall, Pronto revenue from ADP has increased by 77% and will more than double from May 2011.

