

## News

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### Press Releases

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## Ashif Mawji Selected as an Executive Pro to Know on SDC's 2009 Listing

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### Upside Software's Ashif Mawji Selected as a 2009 *Supply & Demand Chain Executive Pro to Know*

Upside Software Inc. announced that its CEO, Ashif Mawji, has been selected as a 2009 *Supply & Demand Chain Executive Pro to Know* in the 9th annual listing. Recipients of this honor are scheduled to be featured in the February/March 2009 issue of *Supply & Demand Chain Executive*.

The *Supply & Demand Chain Executive Provider Pros to Know* is a listing of individuals from a software firm or service provider, consultancy, or analyst or research firm who have personally helped clients during the current economic downturn by assisting them in managing risk in the supply chain, providing competitive advantage and/or delivering value to the bottom line. The Provider Pros to Know were further broken down into categories reflecting their unique specialties.

"This year's Provider Pros to Know have shown themselves to be thought-leaders in their respective supply chain segments," said Andrew K. Reese, editor of *Supply & Demand Chain Executive*. "Their efforts in developing the tools and processes that enable companies to weather risky economic conditions and place them in a position to surge ahead in better times have earned them a place on this year's Provider Pros listing."

"It's a great honor to be recognized on this list," said Mawji. "It's reassuring to know that there are so many innovative tools to help companies weather this economic downturn. While it may be a bumpy road ahead for many, the recession forces businesses to develop creative solutions to everyday problems which may make them stronger in the end. The team at Upside Software works very hard to deliver tangible benefits to businesses."

*Supply & Demand Chain Executive* honors leaders in three different categories: *Supply & Demand Chain Executive Practitioner Pros to Know*, *Supply & Demand Chain Executive Practitioner Pros to Know – Team Submission* and the *Supply & Demand Chain Executive Provider Pros to Know*. Individuals and companies were chosen by a *Supply & Demand Chain Executive* selection committee.

The full listing of the 2009 Pros to Know is available in the February/March 2009 issue of *Supply & Demand Chain Executive* magazine and ebook and on the *Supply & Demand Chain Executive* website at [www.SDCExec.com](http://www.SDCExec.com).

### About *Supply & Demand Chain Executive*

*Supply & Demand Chain Executive* is the executive's user manual for successful supply and demand chain transformation, utilizing hard-hitting analysis, viewpoints and unbiased case studies to steer executives and supply management professionals through the complicated, yet critical, world of supply and demand chain enablement to gain competitive advantage. On the Web at

[www.SDCExec.com](http://www.SDCExec.com).

**About Upside Software Inc.**

Upside Software is the worldwide leader in Contract Management Software solutions around the globe. Upside Software's products address the needs of Enterprise (e.g. Fortune 500, Global 2000), Public sector (Federal, State/Provincial, Municipal and Health Care), and Small & Medium Enterprise (SME) customers. Customers realize significant cost savings while improving customer and supplier relationships. Upside Software's solutions typically provide a full return-on-investment (ROI) in under a year.

Founded in 2000, Upside Software is a profitable, growing company with an advanced, yet mature, and comprehensive product suite. The company has extensive experience delivering real value to customers of every size and in most industry verticals. Upside Software is headquartered in Edmonton, Alberta, Canada, and is represented by Cylon Technology (Pty) Ltd in Africa.

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