



February 19, 2010

Distributive Management is Selected to Present at SEPG 2010 North America Conference

Fredericksburg, VA, February 19, 2010 – Distributive Management, measurement experts and a leading provider of metrics dashboard software for software, systems and IT organizations, today announced that Peter Baxter, President and Head of Product Development, has been selected to present at the SEPG 2010 North America conference. The conference will be held in Savannah, Georgia, March 22-25, 2010 at the Savannah International Trade and Convention Center.

The conference is held annually to engage and educate process improvement professionals in the latest concepts, innovative best practices, industry tools and services that are certain to provide the strongest solutions available in process and performance management.

Baxter's presentation, entitled *Be A Know It All: Avoid Risk Blind Spots With Measurement*, will focus on four major risk management blind spots and how to reap benefits by turning them into know-it-all opportunities.

All projects are subject to risk; it is inescapable. Risk management techniques strive to minimize the probability and control the impact of unfortunate events by identifying, assessing, mitigating and monitoring risk. To properly support risk management, a measurement process should be deployed to ensure the performance of risk planning, periodic monitoring and mitigation. Specifically, measurement can not only provide project progress updates, it can also establish a risk cost baseline, drive mitigation behavior and provide a historical basis for risk planning and analysis. Measurement establishes a transparent and uniform process to monitor and manage risk.

To learn more about the conference, please visit: WWW.SEI.CMU.EDU/SEPG/NA/2010

About Distributive Management and DataDrill

Distributive Management is the leading provider of quantitative management and performance measurement solutions for use in projects and across the enterprise. Our metrics dashboard software, DataDrill, enables companies to more easily and more effectively implement measurement and dashboards in support of project management, performance reporting, process improvement and initiatives such as CMMI. DataDrill is being used in a wide range of industries, including defense, software/IT, technology, telecommunications, banking, and insurance. DataDrill's customers include Arbitron, Boeing, BAE Systems, Booz Allen Hamilton, GEICO, GE, Hewlett Packard, Lockheed Martin, NASA, Northrop Grumman, Rockwell Automation, Raytheon, SAIC, and Spansion.

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