



# WhyAbe.com Named "Cool Vendor" by Leading Analyst Firm.

WhyAbe.com, March 28, 2008

URL: <http://www.pr9.net/business/services/7723march.html>

*Vendors selected for the "Cool Vendor report" are Innovative, Impactful and Intriguing. The WhyAbe.com sourcing and contract management toolset was developed by Source One Management Services, LLC. The toolset offers free electronic procurement tools such as RFX, Reverse Auction & Contract Management for buyers and free commerce tools such as basic online stores for suppliers. The report issued by Gartner " profiles several small vendors that are delivering narrow-scope but highly innovative solutions."*

PR9.NET March 28, 2008 - WILLOW GROVE, Pennsylvania - WhyAbe.com has been included in the list of "Cool Vendors" in the "Cool Vendors in Procurement and Finance, 2008 report by Gartner, Inc. The report was authored by Debbie Wilson and Nigel Rayner and was published March 25, 2008.

"Our goal with WhyAbe was to disrupt the market for procurement tools. In my opinion, inclusion in the Gartner report will get businesses to take notice that there are viable alternatives to the large established software vendors", said Steve Belli, CEO of Source One.

Organizations that would like to experiment with sourcing technology can use WhyAbe to determine what works for them and what doesn't. Companies with limited applications budgets can take advantage of WhyAbe, without any up front expenditure. WhyAbe offers a buyer and supplier network as opposed to the social network offered by Facebook.

"WhyAbe.com and Source One Management Services, LLC ([www.sourceoneinc.com](http://www.sourceoneinc.com)) have had many inquiries from businesses discovering Reverse Auctions and electronic Request for Proposal Management." Explains Steven Belli, CEO Source One. Unlike any other tool or website, WhyAbe.com, requires no financial investment from buyers or suppliers. Most e-sourcing platforms require a large ramp-up period and/or a large deployment budget often mitigating any cost savings opportunities. WhyAbe is specifically designed to allow procurement professionals to do more in less time than conventional e-sourcing platforms. Buyers can easily monitor all of their activity through WhyAbe's Dashboard, which provides the history of all activity for all projects. This is especially important for companies that are attempting to obtain Sarbanes Oxley compliance.

WhyAbe.com is an automated collaborative marketplace that can be used by any organization in any industry. Registering and using the site is free. Obtaining value from WhyAbe is instant. There is no software to install or PC's to configure. A computer equipped with the latest version of Internet Explorer or Firefox provides immediate access to the comprehensive and user friendly tool. WhyAbe provides the tools necessary for procurement professionals as well as retail buyers to control costs, manage performance, ensure compliance and quickly deliver value. WhyAbe was designed so users would have a quick learning curve, and recognize benefits immediately.

WhyAbe is available for free on the web @ [www.WhyAbe.com](http://www.WhyAbe.com)

###

## About Gartner's Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

## About WhyAbe.com

WhyAbe.com is a completely free on-demand web sourcing tool that can be used by any organization or individual in any industry. WhyAbe allows buyers to post their specifications in a RFP / RFQ or Reverse Auction format and invite suppliers to provide quotes. Buyers have the ability to communicate with multiple suppliers at once and view all responses in the WhyAbe dashboard. Registering and using most e-sourcing platforms require a large ramp-up period and/or a large deployment budget. With these platforms, the cost of rollout can often mitigate any cost savings opportunities. WhyAbe's quote tracking system assists companies reach compliance with Sarbanes Oxley. Obtaining value from WhyAbe is instant. There is no software to install or PC's to configure. A computer equipped with the latest version of Internet Explorer or Firefox provides immediate access to the comprehensive and user friendly tool. WhyAbe provides a free download of the Firefox software on its homepage.

**Phone:** 267-913-6278  
**FAX:** 215-902-0202

**Website:** <http://www.whyabe.com>  
**E-Mail:** [wdorn@whyabe.com](mailto:wdorn@whyabe.com)  
**Address:** 724 Fitzwatertown Road  
Willow Grove, PA 19090

---

[PR9.NET - Your Free Press Release Service](#)