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Woman-Owned Cadence Group Marks 15-Year Anniversary

Tina Baker Successfully Steers \$3.5 Million Atlanta-Based Information Management/Competitive Intelligence Firm Through Tough Economy

ATLANTA – November 10, 2003. Cadence Group®, a woman-owned \$3.5 million information management and competitive intelligence firm based in Atlanta, marks its 15-year anniversary this month. And Tina Baker, co-founder, president and CEO of the 60-employee company, couldn't be more proud.

“Managing information may not sound very exciting,” says Baker, who helped open the doors of Cadence Group one and a half decades ago, “but any CEO will tell you that it’s one of the critical challenges in corporate America today. Cadence Group has been able to grow and prosper through uncertain economic times by offering cutting-edge, cost-efficient solutions that acquire, organize and disseminate the information that helps companies prosper.”

Cadence Group’s clients range from Fortune 500 companies to large government agencies that use its services to manage massive amounts of information. Many of Atlanta’s top employers use Cadence Group’s services. Among the firm’s clients are telecommunications, biomedical, financial and retail companies, airlines, law firms, and federal and state agencies. In addition to information management, Cadence Group provides competitive intelligence services, which enable decision makers to quickly respond to new opportunities and threats.

The firm’s current client list includes:

- Bank of America
- BellSouth Corporation
- BioLab Inc.
- Deloitte & Touche LLP
- Delta Air Lines
- Georgia Department of Archives and History
- Kilpatrick Stockton LLP
- Lawyers’ Committee for Civil Rights Under Law
- Morris, Manning & Martin, LLP
- Sutherland Asbill & Brennan LLP
- The Centers for Disease Control and Prevention (CDC)
- United States Attorney’s Office - Northern District of Georgia
- United States Department of Agriculture/Animal and Plant Health Inspection Service (APHIS)

Baker says that corporate America today realizes the importance of information management, and that successful decision makers want cost-efficient solutions so employees can retrieve key information in a timely manner.

“America’s corporations are addressing their information needs,” says Baker. “The sheer amount of information today demands that. But firms are also focused on the bottom line. They want the most value and the most effective solutions for their technology investments. We’re able to combine technology with a deep understanding of information acquisition, organization and retrieval to ensure budget-friendly solutions.”

Cadence Group began in 1988 out of the garages of its founders. Baker ultimately purchased controlling interest in the company.

The company this year introduced its newest offering: In-forté, a “self-service” information model that consolidates external and internal content into one centralized database, employing the latest technology to improve ROI in people and technology. In-forté is an outsourcing solution that allows companies to reduce the costs of content procurement while improving access to highly qualified information from an unlimited number of content sources, such as Gartner, Forrester and Thomson Financial.

Also this year, Cadence Group opened an office in Washington, D.C., and began offering information organization workshops designed to allow companies and their employees to better publish, search and retrieve proprietary and web-based information, regardless of the number of users or the complexity of the content.

Baker, 41, a resident of Druid Hills in Atlanta, has devoted her career to providing information architecture and technology solutions, management of content and business processes, and knowledge management. President of Cadence Group since 1988, Baker has successfully used her knowledge management expertise in a variety of roles.

An honors graduate from Georgia State University, Baker previously served as lead systems architect on \$50 million projects for large clients, and managed consulting on the design and implementation of change management solutions for financial institutions. At Cadence Group, she has led the charge to create a highly specialized team of professionals who blend research, technical and library science expertise.

Cadence Group is headquartered on Zonolite Road near the Push-Push theater.

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