

Media Notice

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IMMEDIATE RELEASE

Twin Cities company is able offer Hosted Customer Relationship Management for small-to-large businesses

POWEROBJECTS NAMED CERTIFIED “MICROSOFT GOLD PARTNER” SPECIALIZING IN CRM; INTEGRATED DATA SYSTEM PROVIDES FASTER ROI, TOOLS FOR PROFIT BUILDING

MINNEAPOLIS – June 22, 2007 -- PowerObjects, one of the area’s foremost technology consulting and service companies, has been officially certified a Microsoft Gold Partner specializing in CRM 3.0 (customer relationship management) and can offer the cutting-edge business software and service as a hosted (SAAS) solution. CRM has traditionally been a solution only for large enterprises but now it can be offered to smaller companies, too, helping them run faster with more efficient automated sales and marketing processes while also integrating disparate data systems into one centralized area.

Microsoft CRM 3.0 is a complete solution, connecting all departments, unifying data and integrating with a company’s existing technologies. It is a part of Microsoft Dynamics Suite, which replaces the current family of Microsoft Business Solutions. MS Dynamics combines software for CRM, enterprise resource planning, field services and retail management and it integrates with the existing MS technologies

“Every business - no matter how large or how small – conducts its business in ways that are unique to that business and Microsoft CRM can accommodate that,” says Jim Sheehan, COO of PowerObjects. “Now as a certified Microsoft Gold Partner that can also host the Microsoft CRM for a company of any size rather than having it installed and managed on their site at greater cost, PowerObjects can show other businesses how to better improve workflow, how to more clearly define business sales stages and how to significantly enhance service and marketing campaigns. Using Microsoft CRM 3.0 is simply a smart, economic business decision.”

“Different companies have different needs and approaches and software must be able to be flexible enough to acknowledge that, instead of a company trying to change their existing ideology to fit the software,” adds Dean Jones, PowerObjects cofounder and CEO. “In the past, many of the older CRM solutions have been inflexible and virtually non-customizable, but Microsoft CRM will easily integrate into any company’s existing IT and business scheme. And it’s scaleable to a company’s platforms in Outlook, a web browser and mobile phone.”

Faster ROI and profit-building capabilities

“CRM is easy to deploy and use, giving users a familiar interface. This ensures lower training costs, better user adoption and a faster return on investment,” Sheehan notes. “Typically sales data is strewn in several systems. But what happens if a sales rep leaves the company and goes to your number one competitor? He/She takes all their excel files, word docs, post-it notes and head knowledge with them. Because critical data was not centralized, there is no way to get that information back and your competitor gets all of your sales rep’s hard work.”

“CRM can also increase profit by using less money on overhead and by using more established processes that help companies identify sooner those opportunities that will not return profit. Sales efforts can be more highly focused on best opportunities-only, with connected and integrated data that’s readily accessible,” Jones says. “Several of our current customers who have implemented Microsoft CRM can tie all the data from their customers or potential customers together, list all contacts, accounts, sales history and ongoing sales activities -- and even their service history from current products. And it’s a secure system.”

About Microsoft Dynamics CRM 3.0

Microsoft Dynamics CRM is a customer relationship management (CRM) solution that provides the tools and capabilities needed to create and easily maintain a clear picture of customers, from first contact through to purchase and post-sales. With modules for sales, marketing, and customer service, Microsoft Dynamics CRM delivers a fast, flexible, and affordable solution that drives consistent, measurable improvements in every business process, enabling closer relationships with customers and helping to achieve new levels of profitability. Even for companies with the most complex of sales processes, Microsoft Dynamics CRM provides easy-to-use features and capabilities to help improve the way sales and marketing organizations target new customers, manage marketing campaigns, and drive sales activities.

About PowerObjects

PowerObjects continues to escalate its business in key areas that are critical to keeping companies of all sizes in many industries, government, institutions and nonprofits running at optimal technology levels. Among its main service and product offerings, PowerObjects provides IT staff for augmentation and project assignments for Customer Relationship Management (CRM), using the latest Microsoft Dynamics CRM tool in a hosted environment. It innovates software programming for web-based reporting with its own smlPortal, and has developed a compelling Human Resources (HR) solution for school districts called powerHR that delivers significant time and cost savings for education districts and institutions saddled by budget constraints.

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