

22 January 2008

RELATIONSHIP CHARTS STRENGTHENS QUEST BUSINESS SOLUTIONS' VALUE PROPOSITION FOR COMPLEX SALES IN ENTERPRISE MARKET

Quest Business Solutions, a Microsoft Dynamics Gold Certified Partner and President's Club member, has signed up to resell the latest version of SalesCentric's Relationship Charts software to larger enterprises dealing with complex sales processes.

Relationship Charts is an add-on to Microsoft Dynamics CRM and encourages the adoption of this software by allowing account managers to easily view the relationships within a prospect's organization, including vendors and suppliers. Traditionally Microsoft Dynamics CRM has been strong at capturing information and now, with the visual functionality provided by Relationship Charts, users can map out complex relationships within a business. This enables sales people to easily view and understand the structure within a company, division or department and clearly understand who reports to whom.

It is the technology's ability to easily draw and maintain a visual image of the relationships tracked within Microsoft Dynamics CRM that will strengthen Quest Business Solutions' current Microsoft CRM value proposition and ultimately increase user adoption.

Michael Sullivan, CEO of Quest: "At the end of 2007 we reviewed who we were going to partner with in the forthcoming year and decided on working only with those who could help us continue our success with larger CRM implementations. We believe that a picture is worth a 1,000 words and the visual nature of SalesCentric Relationship Charts will be essential as we continue to implement the larger, more complex sales processes for our customers."

Sullivan continues: "We are also excited to be working with the team at SalesCentric which is clearly 110 per cent dedicated to working with the channel to make this product a success."

Matthew Crook, CEO at SalesCentric, added: "Quest Business Solutions has an excellent reputation as an experienced CRM reseller and understands the power Relationship Charts brings to Microsoft Dynamics CRM. We are looking forward to a bright and successful partnership together driving the adoption and implementation of this tool to enable its customers to obtain a better picture of complex customer relationships."

For more information on Relationship Charts please call SalesCentric on +1 (212) 939-7500, email info@salescentric.com or visit www.salescentric.com. Alternatively, please contact Quest Business Solutions on +1 (972) 238 5005, email info@questvar.com, or visit www.questvar.com.

-ends-

About SalesCentric

Established in 2003, SalesCentric develops and markets add-on software to visually enhance Microsoft Dynamics CRM, sold globally via Microsoft channel partners. With facilities in the US and the UK, SalesCentric products help drive CRM usage, increase sales performance and improve marketing effectiveness. SalesCentric is a Microsoft certified ISV partner. For more information, visit www.salescentric.com

About Quest Business Solutions

Quest Business Solutions is a professional services firm that provides middle-market organizations with fully integrated technology solutions. Established in 1985, we operate as a Microsoft Gold Certified Partner with a competency in Microsoft Business Solutions and an Intuit Solution Provider for QuickBooks Enterprise. For more information, visit www.questvar.com.