

## **SALESCENTRIC EXPANDS INTO RUSSIA**

***To meet increased market demand for more sales-focused adoption of  
Microsoft Dynamics™ CRM***

**London, United Kingdom - April 24<sup>th</sup> 2009**

SalesCentric, the provider of Relationship Charts™ for Microsoft Dynamics CRM has today highlighted its growing success in Eastern Europe by releasing a Russian localized version of Relationship Charts for Dynamics CRM 4.0.

Matthew Crook, SalesCentric CEO said “In today’s environment, we are seeing high levels of demand for sales-focused enhancements to Dynamics CRM in all regions including Eastern Europe. Customers are demanding CRM tools that both deliver improved forecasting accuracy and help them win against the competition without getting into price discounting battles.

Since Microsoft localized Dynamics CRM 4.0 into Russian in 2008, it has become one of the leading CRM solutions in the Russian marketplace. Working closely with Microsoft, we therefore made a strategic decision to bring Relationship Charts to the Russian market. We firmly believe that the ability to understand and see relationships with and between clients in a user-friendly, visual format using information already in Microsoft Dynamics CRM has become an important part of every enterprise CRM project.”

SalesCentric will be represented in Russia by WaveAccess LLC who will manage the local relationships with Microsoft Russia and Microsoft/SalesCentric partners along with responsibility for regional sales and marketing activities, product support and project implementation.

### **About SalesCentric**

Established in 2003, SalesCentric develops software to visually enhance Microsoft Dynamics CRM, sold globally via Microsoft channel partners. With offices in the US, the UK, and a special representative in Russia, 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](http://www.salescentric.com).

### **About WaveAccess**

WaveAccess LLC (limited liability company), established in 2000 year is a Microsoft Certified Partner with the Headquarters in St. Petersburg, Software Development Centers in Samara (Russia), Kiev (Ukraine), Khmel'nitskiy (Ukraine) and a Regional Office in USA, California. WaveAccess possesses unique expertise in MS CRM add-ons development, medical software development as well as has substantial experience in large .NET based and Java based outsourced projects for American and European companies.

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