

**SALESCENTRIC UNVEILS PRODUCT ROADMAP TO ALIGN WITH
MICROSOFT'S LAUNCH OF DYNAMICS CRM 4.0**

***Latest version to deliver new functionality, CRM visualization platform, SaaS
and Silverlight compatibility***

Date – SalesCentric has unveiled the company's technology road map for its Relationship Charts™ software aimed at delivering the most comprehensive array of visual CRM tools to fit the needs of any business. Microsoft Dynamics™ CRM 4.0 is designed with a single unified-code base for both on-premise and on-demand deployments and SalesCentric's Relationship Charts™ software is compatible with both.

The roadmap for Relationship Charts™ runs alongside Microsoft Dynamics™ and allows resellers to offer superior functionality and service, ensuring competitive advantage for their customers. The new solutions will provide partners with even more flexibility when addressing their customers' business and IT requirements.

"End user adoption and productivity have been major inhibitors to CRM success. SalesCentric's product roadmap for Relationship Charts™ demonstrates how businesses with Microsoft Dynamics™ CRM can get more from their investment. Relationship Charts makes CRM easy to use; people can now easily see and understand the overall picture and take the appropriate action to win," explained Matthew Crook, CEO at SalesCentric.

"Microsoft put CRM in an environment people already know – Outlook – and Relationship Charts™ makes CRM sexy and easy to use – now with the power of choices in deployment mode and functions," explains Crook."

Relationship Charts SFA

Available now, Relationship Charts™ 4.0 SFA edition helps sales people visualize their customer or partner relationships, to better qualify and manage their opportunities, increase sales and improve forecast accuracy. The information is automatically saved within the CRM

system for other people to see and use. For example marketing personnel, who are dependent on sales people entering data into CRM, can now profile customers, define segmentation and conduct more targeted campaigns.

Relationship Charts Hosted

Available immediately, users of Microsoft Dynamics™ will benefit from the functionality of Relationship Charts™ as a hosted offering providing the flexibility to choose which pricing model best fits its needs. By opting for a hosted model customers can benefit from the reduced initial costs, pay monthly and be up and running quicker. This hosted solution can be fully customized by users to meet their business requirements, or by the partner to offer vertical solutions to entire industry sectors.

Relationship Charts Enterprise

Available from March 2008, Relationship Charts™ Enterprise edition provides a visualization platform for partners to build Microsoft Dynamics™ CRM based applications for all vertical sectors. The customizable module enables partners to develop visual CRM to meet the needs of all lines of business, not just sales. For example, for legal customers wanting a tool to show the relationship between its cases, lawyers and plaintiffs, it would be possible to customize Relationship Charts™ for this purpose in a visual and easy to understand format.

SalesCentric is able to provide advanced multi-tenant, multi-lingual and multi-currency architecture which will support multiple customers per server, a key benefit to its partners and end users.

Relationship Charts and Silverlight

Available in the second half of 2008, SalesCentric will adopt Microsoft's SilverLight™ technology and provide additional new functionality.

Press Release

For further information on SalesCentric or on Relationship Charts™ v4.0, please call (UK) +44 1256 345575 or (USA) +1 (212) 939-7500, email info@salescentric.com or visit www.salescentric.com.

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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 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