

SALESCENTRIC AND SYNERGY JOIN FORCES TO ENHANCE CRM FUNCTIONALITY FOR CUSTOMERS

9 November 2007 – SalesCentric and Synergy Corporate Technologies in Westport, CT are forming a partnership to enable Synergy to offer its customers SalesCentric Relationship Charts, an add-on to Microsoft Dynamics CRM.

Relationship Charts has been developed by SalesCentric to complement Microsoft Dynamics CRM with easy to use, visual tools that improve sales performance, forecast accuracy and marketing effectiveness. The SalesCentric software allows sales account managers to easily view the relationships within a prospect organization via graphical organization charts. This overview provides users with accurate information on each contact when they need it, guaranteeing they share the right messages with the most relevant contact.

James Beck, principal at Synergy explains how the partnership will benefit its customers, “When we first saw Relationship Charts we quickly realized there was nothing else like it on the market. SalesCentric’s software is particularly compelling as it offers users a complete picture of relationships within organizations. In fact, some of our customers are already keen to take a look at the product.”

The software also enables sales people to custom tag records stored in Microsoft Dynamics CRM. For example, if a sales person discovers that a customer likes playing golf, the software allows the user to tag the record with this information, which could prove to be an invaluable insight for a future user.

Matthew Crook, CEO at SalesCentric adds, "This is an exciting collaboration which enables Synergy to deliver real business value to its customers. Relationship Charts is versatile and provides users with a clear understanding of an organization's difficult and complex sales process. Synergy is renowned for its expertise in the CRM market and we feel its customers will benefit from the improved functionality and value add now available to them."

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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 Synergy

Synergy Corporate Technologies has over 12 years experience as a total solution provider of integrated technology services. A field managed Microsoft Gold Partner, Synergy currently holds 12 of 13 available competencies offered by Microsoft, and is the premier qualified Microsoft partner in each of its geographic locations. For more information, visit www.synergyonline.com.

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