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TRAVI@TA PARTNERS WITH SALESCENTRIC TO ENHANCE MICROSOFT DYNAMICS CRM FUNCTIONALITY

Visualizing the Prospect Decision Making 360 View

Travi@ta, Microsoft Gold Certified Partner and Belgium's only Dedicated to Microsoft CRM 2007 President's Club member, has signed up to resell SalesCentric's Relationship Charts software, enhancing its current Microsoft Dynamics CRM offering.

Relationship Charts is an add-on to Microsoft Dynamics CRM. It allows account managers to easily view the relationships within a prospect's organisation including its vendors and suppliers. This insight provides sales professionals with the right information when they need it, ensuring they communicate the right message to the right person. The add-on is integrated with Microsoft Dynamics CRM, meaning that users who are already familiar with the CRM package will need little training.

Wim Geukens, managing director at Travi@ta, comments on Relationship Charts: "Many of our current customers have requested a CRM product that gives them a visual representation of a company, SalesCentric Relationship Charts fits this gap. The product provides users with extended functionality to Microsoft CRM, giving them a 360 degree view of a prospect's decision making process."

Claude Verschueren, Managing Partner Strategies and Business Development, continues: "The SalesCentric software encompasses the future of CRM and the graphical and visual elements are state-of-the-art, offering ease of use and simplicity. This ensures we can offer our clients the best solution to complement the Microsoft Dynamics product."

Matthew Crook, CEO at SalesCentric, added: "Travi@ta has an excellent reputation within Belgium, and we are very excited to be teaming up with the company. We are looking forward to a bright and successful future together."

Travi@ta will be launching Relationship Charts to its customers on 11 December during their Launch event of the new 4.0 release of Microsoft Dynamics CRM at Living Tomorrow, where it will demo the product. For more information on Relationship Charts, please call SalesCentric on +44 (0)1256 345 575, email info@salescentric.com or visit www.salescentric.com or contact Travi@ta on + 32 (0)2 721 88 80, email: info@traviata.be or visit www.traviata.be.

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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 Travi@ta

Travi@ta, Microsoft Gold Partner, helps mid-sized and large companies all over Belgium meet their specific needs which has to do with CRM. The exclusive devotion to Microsoft Dynamics CRM, together with a strong business experience in CRM, gave Travi@ta the opportunity to successfully implement about 120 companies in a variety of markets. With a carefully selected network of partners we even extend and enhance our service delivery capabilities. Travi@ta, established in 2003 and located in Diegem, Brussels is a dynamic company in full expansion. All employees have 3 characteristics in common: talent, insight and passion for CRM! For more information, please visit www.traviata.be