

ASPECTIVE AND SALESCENTRIC AGREE PARTNERSHIP

11 July 2007 - Aspective, a Vodafone company, will include SalesCentric's Relationship Chart software as part of the Microsoft Dynamics CRM solution it offers to customers, as part of a partnership deal agreed between the two companies.

As a Microsoft Gold Partner, Aspective believes the Relationship Chart can help any large sales-based company to understand the relationships between different stakeholders within prospective customer organisations. The SalesCentric application provides a visual representation of those relationships, giving sales people the information they need to ensure they are communicating appropriate messages to the right people.

Aspective initially worked with SalesCentric to fulfil a demand from a large IT services customer. However, the initial deployment has been well received and Aspective is looking to develop a long-term relationship with SalesCentric, as it feels that many of its CRM customers will benefit from using the application.

Dean Carroll, VP at Aspective, is pleased with what he has seen so far: "SalesCentric's application gives a very powerful visual representation of the relationships that sales teams need to understand in order to successfully break into large organisations. It's ideal for organisations supplying IT, finance or legal services where a number of stakeholders need to be convinced before a deal is done."

Matthew Crook, CEO at SalesCentric, added: "Aspective is a well-established business that has been shortlisted as a Microsoft Global Partner of the Year. We are looking forward to working with Dean and his team on a number of customer projects."

For more information on Relationship Charts please call SalesCentric on 01256 345 575, email info@salescentric.com or visit www.salescentric.com. Alternatively, please contact Aspective on 01784 410420 or visit www.aspective.com.

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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 Aspective

Aspective, a Vodafone Company, is the market-leading systems integration and enterprise applications provider specialising in mobile communication, business efficiency and control solutions for customer management, information management and service operations. Aspective's clients benefit from these services through operational efficiencies, lower total cost of ownership, speed to benefit, knowledge transfer of world class business processes and a flexible but focused delivery model.

Aspective can deploy consultants across Europe and has strategic partnerships with market leading technology vendors for CRM and Field Service applications including schedule optimisation, mobile communications and business intelligence. Aspective offers customers a complete end-to-end solution, including the device, connectivity, mobile application, integration and the enterprise application itself, with flexible support services right up to a fully managed service if required.

Aspective was recently announced as a Finalist for Microsoft Global CRM Partner of the year award.

For more information, visit www.aspective.com

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