

## **SALESCENTRIC AND ATOS ORIGIN UNVEIL NEW PARTNERSHIP**

**6 August 2007** – SalesCentric has selected international IT services company, Atos Origin to resell its CRM add-on software, Relationship Charts, to new and existing customers.

The add-on software enables Atos Origin to drive Microsoft Dynamics CRM adoption among mid-market and enterprise customers, including professional services companies, who have complex sales processes.

The software visually displays customer contacts via a graphical organisation chart, enabling sales people to understand what role each of their contacts play and what interests they share. Sales people can also see instantly which contacts may influence a sale and who they should invest time in. Relationship Charts has been developed by SalesCentric specifically to complement Dynamics CRM.

Giles Hutchins, head of CRM at Atos Origin, comments, “Relationship Charts is an excellent add-on to Dynamics CRM. It allows users to visually build and track complex sales relationships and supports a team selling approach. Relationship Charts further enhances sales functionality and makes the solution more applicable for organisations with complex sales processes. We welcome the opportunity to resell this product in our markets.”

Matthew Crook, CEO at SalesCentric adds, “Atos Origin will be a valuable partner for us and we are happy to welcome the team on board. The company is renowned for its CRM expertise and has a very strong and well-respected CRM practice so we look forward to working with the team.”

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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](http://www.salescentric.com)

## **About Atos Origin**

Atos Origin is an international information technology services company. Its business is turning client vision into results through the application of consulting, systems integration and managed operations. The company's annual revenues are EUR 5.4 billion and it employs 50,000 people in 40 countries.

Atos Origin is the Worldwide Information Technology Partner for the Olympic Games and has a client base of international blue-chip companies across all sectors. Atos Origin is quoted on the Paris Eurolist Market and trades as Atos Origin, Atos Euronext Market Solutions, Atos Worldline and Atos Consulting. For more information, visit [www.atosorigin.co.uk](http://www.atosorigin.co.uk)

## **FOR MORE INFORMATION CONTACT**

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