

## **EPARTNERS TEAMS WITH SALESCENTRIC TO OFFER ENHANCED LEGAL CRM PACKAGE**

**(19 November 2007)** — ePartners is forging an alliance with SalesCentric to resell SalesCentric's CRM add-on software, Relationship Charts. The software will be integrated into ePartners' existing CRM package, ePartnersLEGAL CRM, which is based on Microsoft Dynamics CRM, and offered to both existing and potential customers.

Ruskin Kerslake, CRM sales manager at ePartners comments on the relationship: "Law firms are changing the way they do business and as such require robust tools to support business development and bid processes. Firms require a tool that will help them understand the strength of relationships they have with their clients and prospects and the graphical interface on the SalesCentric software means they can achieve this. The add-on also enhances the CRM package we can now offer legal companies across the UK."

Once integrated with ePartnersLEGAL CRM, Relationship Charts will allow fee earners, marketers and senior partners of legal firms to easily track referrals and establish where additional opportunities reside within their client base. This insight enables legal professionals to work more effectively with clients to increase the firm's revenue. The module is seamlessly integrated with Microsoft Dynamics CRM, meaning users already familiar with the CRM package will require minimal training to use the add-on.

Matthew Crook, CEO of SalesCentric adds: "ePartners has an excellent reputation amongst Microsoft partners for providing law firms with powerful CRM tools to boost business development. Relationship Charts will not only help ePartners continue to drive Microsoft CRM sales but also enable their customers to obtain a better picture of complex client relationships."

For more information on Relationship Charts please call SalesCentric on 01256 345 575, email [info@salescentric.com](mailto:info@salescentric.com) or visit [www.salescentric.com](http://www.salescentric.com). Alternatively, please contact ePartners on 0207 190 2848 or visit [www.epartnersolutions.com](http://www.epartnersolutions.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](http://www.salescentric.com)

### **About ePartners**

ePartners is one of the largest and most respected Microsoft software and services consultancies in the world. We help our clients align their IT strategy with business objectives, resulting in improved business performance and a fast return on their IT investment. ePartners delivers results through a comprehensive offering of consultation, custom development, systems integration, implementation, training and support.

Our solutions create clear competitive advantages for a wide variety of organizations including those in healthcare, manufacturing, financial services and many more. ePartners specialises in implementing market-leading enterprise software applications from Microsoft. ePartners is backed by Needham Capital Partners, Mobius Venture Capital, Texas Growth Fund, Austin Ventures, Liberty Mutual, Madrona Venture Group, Rustic Canyon Partners, Capital Resource Partners, and Charterhouse Group.

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