

## PYTHAGORAS SOLVES RELATIONSHIP THEORUM

**3 September 2007** - Pythagoras Communications, a Microsoft Gold Partner, has signed up to resell SalesCentric's Relationship Charts software, enhancing its current Microsoft Dynamics CRM package.

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.

David Johnson, presales manager at Pythagoras Communications, comments on Relationship Charts: "The product provides extended functionality to Microsoft CRM offering users an outlet to track the relationships that could potentially have both a positive and negative effect on a sale. It complements and extends the existing relationship capabilities of Microsoft CRM and provides a high impact graphical differentiator to present and engage our clients."

David continues: "The SalesCentric software has the impact to immediately engage a customer. Its ease of use and simplicity, combined with its graphical and visual elements, makes it a forerunner amongst Microsoft's range of add-on products. This ensures that we can offer our clients a hybrid best-of-breed solution to complement the Microsoft Dynamics solution."

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

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 Pythagoras Communications on 01628 590700 or visit [www.pythagoras.co.uk](http://www.pythagoras.co.uk).

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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 Pythagoras**

Pythagoras Communications is the UK's leading Customer Relationship Management (CRM) and Email & Internet Management solutions provider, enabling people to access and use business-critical information.

Pythagoras is focused on building dependable IT-enabled enterprise business systems, which empower people, create ongoing competitive advantage and deliver measurable return on investment.

#### **FOR MORE INFORMATION CONTACT**

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