

Broadreach Summer Adventures Values Commence CRM

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Snow Roberts, Assistant Director for Broadreach Summer Adventures, has referred other companies to Commence CRM because, "We see the product and its ability to allow customizable solutions for businesses."

Broadreach offers unsurpassed experiential summer adventures for teenagers including scuba, sailing, multi-sport and wilderness programs that span the globe. Our academic adventure and community service division, Academic Treks, also offers hands-on marine biology, language immersion and community service expeditions that qualify for college credit. Each year we take over 800 teenagers to some of the world's most incredible destinations including the islands of the Caribbean, Australia, Fiji, Egypt, Central and South America, China, France, Canada and the Bahamas. We are immensely proud of our reputation as the best and most trusted name in teenage experiential adventure programs, and we continue to broaden the breadth and scope of the unparalleled opportunities we offer young adults.

Broadreach's educational adventures provide opportunities for teenagers to learn new skills and explore the world in an active, hands-on environment that fully immerses the participant in the experience. Each trip has its own blend of discoveries and challenges, designed to take advantage of the unique character and opportunities of the regions we visit. Combining the thrill of discovery, the pride of accomplishment and the excitement of exploration, Broadreach programs focus on individual initiative, group dynamics and genuine participation in the world.

Roberts said that Commence has allowed the company to, "Capture the data in a way that is useful to our business, along with the ease to customize the views and functions of the database, as well as the ability to look at a live database that can sync across several different formats."

Many small and mid-sized businesses (SMB) have taken notice of Commence Corporation (www.commence.com), a provider of on-premise and hosted web-based solutions designed specifically for this businesses sector. The company is gaining momentum and marketshare with Commence On-Demand, a suite of CRM (customer relationship management) applications that is deployed as software as a service (SaaS).

The competitors "out of the box products" were too rigid for Broadreach Summer Adventures' needs and Commence offered a customizable contact management solution that worked since 1996 (including several upgrades.)

According to Larry Caretsky, President of Commence CRM, "We are delighted that Broadreach is able to gain so much benefit from the technology solutions we provide."

About Commence Corporation

Commence Corporation is a leading provider of Customer Relationship Management solutions. The company's products are designed to provide growing businesses with flexible solutions that leverage the Web to offer an integrated platform for managing sales execution and customer service. Commence supports several thousand customers through a worldwide distribution network, with outlets in North and South America, Europe and Asia.

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