

## 20 Years Later: Commence Corporation Top CRM Leader

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Originally founded as Jensen Jones in 1988, the company's mission was to provide customizable desktop automation programs that enabled customers to improve communications within their organizations. On January 6, 2008 Commence Corporation ([www.commence.com](http://www.commence.com)) will celebrate its 20th year in business. While the original product would be considered rudimentary today, the program provided the ability to share a company phone book, calendar and to do list with other departmental personnel. The software was considered groundbreaking and Commence became a pioneer in the Personal Information Management industry. Twenty years later the company has emerged as one of the leading providers of desktop automation tools and Customer Relationship Management (CRM) software. Commence products are sold and supported in twenty-two countries worldwide.

According the Commence President, Larry Caretsky, "We are proud of our accomplishments and the value we continue to provide to our customers. Today, several thousand businesses rely on our products and services to capture, manage and share vital customer information in order to make informed decisions about their business. Many of our customers have been loyal users of our products for more than a decade and dozens of business owners have called me personally to say that Commence has played a significant role in the growth and success of their businesses. It is very rewarding to receive these calls. Customer loyalty says a lot about our company and has provided us with the staying power to navigate through the challenging and consistently changing technology sector. Today we are providing customers with the opportunity to deploy our solutions in-house or hosted via the Internet. Our service organization and distribution channel continue to grow and now offer a wide array of services for businesses of all sizes. This growth will ensure customers that Commence and our business partner community will be around to support your business for years to come."

Caretsky is highly appreciative of loyal clients and their continued support of the company and its products. As part of the firms 20th year celebration, loyal customer are being offered the opportunity to expand use of Commence by providing the ability to purchase additional end user licenses a substantially discounted cost. Caretsky says, "It's our way of thanking you for your business."

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