



On-Premise or On Demand CRM Software *Commence Helps Customers Choose*

Tinton Falls, N.J. November 3, 2010 -- Commence Corporation a leading provider of Customer Relationship Management software (CRM) is continuing to gain popularity and win decisions among small to mid-size businesses. This is being driven by the companies comprehensive product offering coupled with a flexible option for deployment of the CRM software. "Many companies are not quite sure whether they want a web based CRM solution or an on-premise one says Larry Caretsky, president of Commence Corporation. It's a big decision and one that can impact the value they will realize from the software. During the evaluation process companies tend to focus their energy on feature comparisons and price, but there are pro's and con's associated with both on premise or on demand deployment that should also be considered. There is no right or wrong continued Caretsky, but some companies may be better served with a web based hosted solution while others an on premise one. What's unique about Commence is that we offer both, providing customers with freedom of choice."

One of the ways Commence differentiates itself is by spending quality time with every prospective customer, educating them and guiding them through the selection process so that they make the best decision for their business. "We don't think CRM software should be purchased with a credit card over the Internet said Tom Gibson, senior Account Manager at Commence. Our approach of educating and partnering with new customers has resulted in higher quality implementations, better user adoption and a measurable return on investment." he concluded.

Commence has been providing CRM software solutions to small and mid-size businesses for more than two decades. The company offers a comprehensive suite of CRM applications for contact management, sales automation, lead management, marketing campaign management, customer service and project management. The product also offers graphical reporting and integration with popular e-mail systems including MS Outlook, G-mail, Yahoo and Lotus Notes, and mobile devices such as the Blackberry, iPhone, Windows Mobile, Palm and the Droid. Integration with Intuit's QuickBooks is also offered with the on demand offering.

Commence fit's squarely between low end basic CRM solutions and costly enterprise offerings that are often difficult to use. Competitive products include Salesforce.com and Microsoft CRM. More information about Commence products and services are available at www.commence.com.

About Commence Corporation

Founded in 1988, Commence develops and delivers a diverse suite of award-winning CRM software that integrates people, processes and technology. Available on premise or on-demand, Commence CRM solutions are utilized by thousands of companies to streamline sales and customer service front office business processes. As a result, Commence clients increase workforce productivity, generate positive customer interactions, and reduce operational cost.

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