

## Smaller CRM Solutions Providers Have Distinct Advantages including Lower Price

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(OPENPRESS) April 10, 2007 -- Jim Meade, Ph.D, an industry analyst and software reviewer recently noted, "While all the hype and fanfare traditionally surround the mainstream players, every so often I come across a smaller, less-known company whose products do an even better job than the big players of meeting the functional and financial requirements of the customers they serve." Meade noted that he recently found the same unexpected power and value to be available from lesser-known providers in the Customer Relationship Management (CRM) space. Meade suggested, "While we industry analysts and gurus tend to pay homage to the big guns like Siebel and Microsoft, smaller companies like Commence Corporation of Tinton Falls, NJ that may not appear on our analyst radar screen are quietly meeting customer needs in the CRM sector."

Commence has been supporting the business requirements of small to mid-size companies for more than a decade and has an impressive track record for delivering quality products and services. Positioned squarely between low-end contact managers and costly, overly complex higher-end solutions, Commence CRM strikes a nice balance among functionality, ease of use, and low cost of ownership.

According to Larry Caretsky, President of Commence Corporation, "The company offers a full suite of applications from contact management and sales automation to marketing campaign management and customer support (or help desk). In a nice marketing stroke, the applications are modular in design yet fully integrated, so you can purchase just what you need. Our industrial CRM product rivals the functionality of many higher-end solutions costing thousands of dollars more."

Commence ([www.commence.com](http://www.commence.com)) offers lean industrial companies complete "Freedom Of Choice" to select the solutions and platform that best meets the business requirements of manufacturers and distributors. The comprehensive CRM Industrial application suite is available for use on premise or on-demand as a hosted service. Industrial leaders often build departmental lean CRM solutions with the award winning Commence Lean Industrial CRM Framework. These choices are why so many industrial companies choose Commence as the solution for managing customer relationships. All Commence Industrial solutions support mobile or wireless connectivity and integration to back-office accounting and ERP systems.

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### Release Information

**Industry:** Technology

**Country:** United States

**MSA (Metropolitan Statistical Area):** All Regions (Including International)

**Company:** Commence Corporation

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