

## Small to Mid-Size Business Pick Commence as CRM Provider and CRM Partner

**TINTON FALLS, N.J. (December 9, 2009)** – For small to mid-size businesses looking to implement a Customer Relationship Management (CRM) solution, selecting the right product and company may be a daunting task. Industry data reveals there are several hundred companies offering CRM software solutions. While some offer components of CRM or specific packages for vertical industries, others offer more generic solutions designed to support all industry sectors. Over time, two industry leaders have emerged (Microsoft and SalesForce.com) yet many small to mid-size businesses have turned their attention to a lesser known CRM provider, Commence Corporation, as their partner for managing customer relationships.

For more than two decades, Commence has been providing CRM software to small to mid-size enterprises . The company has several thousand customers in more than 22 counties around the world. Initially its flagship product was deployed exclusively on-premise . Two years ago the company took its award-winning software and re-designed it for deployment over the Web. Today, Commence On-Demand is ranked as a Top 10 Web-hosted solution for small to mid-size businesses and is attracting attention as a high quality, flexible alternative to the industry leaders.

“We chose Commence On Demand because of the product’s ease of use and the company’s track record for providing high quality customer service,” said Bernie Rudnick, president of Cap Genic, a merger and acquisition firm. “We were using ACT and we were concerned that our staff would not adopt a product that was too difficult to use. We also required assistance in creating our sales structure and approach to attaining new business. The Commence team offered a great deal of expertise in this area, which has enabled us to realize a significant amount of value from the product. We are now sharing vital customer information across our organization and more effectively managing the selling cycle”.

Michael Moskowitz, vice president of Drivers-Side, an on-line resource for those looking to buy, service, accessorize or sell their automobile also chose Commence over several other alternatives. “We looked at several CRM solutions and really liked the simplicity of the Commence product. We were also impressed with the level of attention we were getting from the Commence staff. They took the time to understand our business requirements and demonstrate how their solution

would address them. We are pleased with our decision and the level of service the company has provided”.

The uniqueness of the Commence offering is visibly apparent right from the opening dashboard, which provide a series of real-time interactive charts such as new leads, a sales funnel and new service tickets as well as business activity including e-mail, calendar, pending sales opportunities and alerts. Commence On-Demand also provides the end user with a complete 360-degree profile of customer data all on one screen. There are no unnecessary screen flips or scrolling to access customer data. The modularity of the system is also very attractive to smaller businesses. Customers can select only the features they require today and add additional functionality at any time. Integration with disparate systems such as Accounting and ERP are available using the products application programming interface and integration with mobile devices is also supported.

Company CEO, Larry Caretsky, concluded, “Our customers rely on Commence as both a world-class software vendor and trusted CRM advisor. We’re grateful to have earned their confidence and we believe it’s this approach that distinguishes Commence from other CRM vendors.”

### *About Commence Corporation*

Founded in 1988, Commence develops and delivers a diverse suite of award-winning CRM products that integrate people, processes and technology. Delivered via the popular software-as-a-service (SaaS) model or implemented as on premised licensed software, Commence CRM solutions are used by thousands of companies to streamline sales and customer service front end business processes. As a result, Commence clients increase workforce productivity, generate positive customer interactions, and reduce cost. More information about Commence can be accessed at [www.commence.com](http://www.commence.com) or at 1-877-COMMENCE.

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#### **Media Contact**

Melissa Prusher  
The Devon Group  
(732) 706-0123, ext 23  
[melissa@devonpr.com](mailto:melissa@devonpr.com)