

Commence CRM Solution Receives Raves by Warner Technology Business Consultancy

By [Thomas R. Cutler](#)

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).

Michael D. Warner, CPA and President of Warner Technology, Inc., a business consultancy located in Medina, Ohio, said, "I have been working with Commence CRM since the days of IBM Current in the early 1990's. I was introduced to the program when I was working at an accounting firm in Cleveland. What prompted the initial need for the Commence technology solutions was, "Our need to find a program where we could store all our data and relate it to other areas of our business. We could enter contact information and connect it to appointments, projects, billing and invoicing information all rolled into one."

Warner also noted that, "Aside from the fact that we have built a business around providing Commence as a solution to many of our clients, we have been able to streamline our own business processes into one software platform. We have also benefited from the remote synchronization by creating virtual offices and the ability to work from anywhere we are, whether at a client office or home offices."

Warner even acknowledges that when the firm first started using the Commence synchronization technology, they tried to "break it" by introducing situations in which might cause it to fail. "We would start the synchronization of data from a client copy of the database to the server and then remove the network connection to the Internet in the middle of the process. When we re-established the connection, the data began to flow again. We were amazed. That technology was introduced back in the early 1990's and is maintained in the current product today. The synchronization process was and in some ways is still ahead of its time!"

The most important feature of Commence that Warner Technology recognizes for the business sector is flexibility. Warner insists, "We will continue to take advantage of the technology in Commence and push into several specific areas of the marketplace where we see tremendous potential for the Commence product."

According to Larry Caretsky, President of Commence CRM, "We are delighted that Warner Technology 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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