

## **Commence CRM Now Supports Apple Mac Environment**

*-Latest Edition Helps Mac Users Increase Sales Effectiveness-*

**Tinton Falls, NJ September 27, 2010** – Commence Corporation, a leading provider of Customer Relationship Management software (CRM), has announced the release of Commence CRM Version 5.1, for the Mac, an enhanced version of the company's popular web based CRM software. Commence is one of the few CRM providers that supports the Apple Mac environment natively, which means there are no plug-in software required to properly operate the CRM software on the Mac platform. Commence also supports the use of any browser for data access.

“The Mac is certainly becoming more and more popular among the small to mid-size businesses we service says Larry Caretsky, president of Commence Corporation. A large number of these companies now have a mixture of Mac's and PC's, and need a product that supports both platforms. Commence On-Demand, our web based CRM platform addresses this requirement with an affordable solution that does not require additional software to operate.”

Commence On-Demand consists of a comprehensive suite of business software applications for contact management, lead management, sales pipeline management, marketing and campaign management. The product also offers a help desk, project management and a document library application. Commence On-Demand integrates with any Pop or IMap compliant e-mail server making the integration with e-mail quick and efficient. The product also supports integration with popular Mobile devices.

### **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 premise 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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