

Commence CRM Security Highlighted in The Machinist

By Commence Corporation

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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.

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). Manufacturing journalist, Thomas R. Cutler discusses how technology solutions can guard malevolent data tampering and in due course smoothen the data to work impeccably. Here both the principles of security and safety play a significant role and are to be seen as part of a lean manufacturing continued process improvement program.

Other SaaS solutions support customer data security.

Larry Caretsky, President of Commence Corporation, the leading SaaS CRM provider, marking their 20th year in business in 2008, noted, "No data is more important than customer data. The customer information, including buying trends, ordering patterns, and general database contact information is the backbone of every organization and security precautions must be taken to protect the sanctity of that information, particularly in a SaaS environment. Data breaches are not an acceptable outcome and we have taken extraordinary steps to guard the data of our customers."

Caretsky's assertions were recently corroborated by Linda Foley, who founded the Identity Theft Resource Centre after becoming an identity-theft victim. The organization lists more than 79 million records reported compromised in the US through December 18, 2007; that is almost four times the nearly 20 million records reported in all of 2006. Attrition.com estimates more than 162 million records were compromised through worldwide compared to 49 million the year earlier. These soaring and unprecedented incidences require that solutions providers take extreme measures to protect valuable customer information.

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