



## **Commence Corporation Announces New Release of Popular CRM Software**

*(Fills Functional Void for Small to Mid-Size Businesses)*

**Eatontown, NJ – February 28, 2017** Commence Corporation a leading provider of Customer Relationship Management software (CRM) and Business Process Automation tools has announced March 28 as the release date for an enhanced version of its popular CRM software. The new release is designed to fill a functionality gap that currently exist in the small to mid-size business sector.

The CRM industry offers a myriad of low cost one size fits all CRM solutions and while that may be suitable for small SOHO type businesses larger organizations simply require much more than these solutions can provide. What's missing is the ability to create custom workflow processes, generate analytical and trend analysis reporting, easier integration with third part systems and tools for customization. The majority of the basic low cost solutions are not designed to deliver this level of functionality and as result customers quickly out grow them. While this capability is available in enterprise level CRM solutions, they have proven to be costly and too cumbersome for small to mid-size businesses to take advantage of. Commence CRM's new product release will fill this void by delivering advanced functionality at an affordable cost backed by a set of "Best Practices" that will ensure the proper implementation and use of the new functionality.

The new product release offers enhanced functionality supported by the value added services these businesses need to take full advantage of the enhancements. Many of these firms do not have the resources or experience with creating and implementing automated business processes, customizing their CRM product or integrating with disparate third party software programs. This type of assistance has traditionally only been available from costly enterprise level CRM solution providers, until now.

Commence has a staff of highly experienced professionals that average more than 15 years of experience in system configuration, workflow automation and customization. This experience coupled with a top rated CRM solution has enabled Commence to make a significant impact in improving business performance for their customers. This is what differentiates Commence CRM from other alternatives.

### **About Commence:**

Commence Corporation develops and delivers a diverse suite of award-winning CRM software that integrates people, processes and technology. Available on premise or on-demand, Commence CRM solutions are utilized by companies around the world to streamline sales and customer service front office business processes. As a result, Commence clients increase workforce productivity, generate positive customer interactions, and reduce operational cost.

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