

## **Baseline Data Systems Expands Office Accelerator® CRM for Lawyers into Software as a Service**

*Office Accelerator offers small and mid-market law firms enterprise-strength CRM at an affordable cost. Small sized law firms can take advantage of free implementation, data conversion and training.*

June 30, 2011 (FPRC) -- Office Accelerator offers small and mid-market law firms enterprise-strength CRM at an affordable cost. To help law firms enhance their client development capabilities in an increasingly difficult economy, Baseline Data Systems, a leading provider of CRM for law firms, announced the launch of Office Accelerator CRM for Lawyers, a web-accessible customer relationship management (CRM) solution for small to mid-market law firms.

The Office Accelerator CRM for Lawyers, offers small mid-sized law firms an opportunity to access hosted CRM services without the need for expensive IT or human resources staffing; hardware purchase and maintenance; management of data centers; database and operating system software licenses; or software upgrades and training. Law firms previously unable to benefit from an expensive locally hosted enterprise application can now realize its full potential with the Office Accelerator CRM for Law Firm's Service.

'Baseline Data Systems is meeting growing demand among small and mid-market law firms by developing tailored solutions with high-level functionality that is quick and inexpensive to implement. Baseline offers data migration, training, marketing consulting and implementation guidance for free when a firm signs up for the service,' said Chris Furgis, President of Baseline Data Systems. 'We estimate that the streamlined efficiencies of an Office Accelerator CRM for Attorney's implementation will enable a firm to save thousands of dollars compared to a typical CRM solution.'

Firms that deploy Office Accelerator can benefit from its seamless integration onto computers firm-wide. The Office Accelerator Legal CRM software syncs to Microsoft Outlook 2003 or higher, includes a Wireless BlackBerry Sync that does not require BES or Microsoft Exchange, and includes a macro package for generating documents in Microsoft Word and WordPerfect. Some of the value-added features include:

- \* Reliable Network Cloud to ensure 24 x 365 access to the Legal CRM for authorized users
- \* Low capital investment in IT services, software technology and additional hardware
- \* Free data conversion, marketing consulting, data migration and implementation with service
- \* High-security standards with the same data encryption as online banking
- \* Free live phone and email support
- \* Includes BlackBerry Wireless Sync

### About Office Accelerator®

First launched in 1991, Office Accelerator is a flexible and uniquely designed CRM for lawyer's that delivers relationship intelligence quickly, efficiently and cost-effectively. Office Accelerator CRM for Professional Services builds features and functionality that support the tracking of relationships, areas of expertise, and mailing lists. Office Accelerator CRM for law firms seamlessly integrates with mission-critical applications including Microsoft Word and Outlook.

About Baseline Data Systems, Inc.

Baseline Data Systems is located in Torrance, California, just 20 miles southwest of downtown Los Angeles. We have developed award winning software products and services for over 20 years. Our flagship Office Accelerator, a full featured contact manager, has won numerous industry awards and has sold more than 500,000 copies worldwide. For security reasons, all Office Accelerator development is done in the United States of America.

**Contact Information**

For more information contact Chris Furgis of Small Business CRM (<http://>)  
310-214-8528

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