

## **Caltech CRM Report Massive Interest in Microsoft Dynamics CRM 2011 Online**

*Microsoft launched Microsoft CRM 2011 Online as a beta one year ago. It launched at the end of January 2011, and since that launch Caltech CRM has seen a colossal interest in Microsoft CRM.*

October 10, 2011 (FPRC) -- Phil Callaghan, managing director of Caltech CRM, one of the UK's leading suppliers of CRM solutions confirmed, 'Since the launch of the beta of Microsoft CRM we had a massive amount of interest of clients wanting to find out more about it. We had several companies using the beta of Microsoft CRM 2011 Online with us, and they all enthused about the product.'

Microsoft CRM can be implemented on premise or in the cloud. It can be used directly with Microsoft, as Microsoft CRM Online, or it can be deployed as a hosted solution directly from Caltech CRM.

Phil Callaghan continues, 'Microsoft has made the 30 day trials so accessible and easy. There is no obligation, but people using the trials really see the power of the solution and love it. We have been helping companies to sign up for the trial and we also offer a 2 hours free overview and discovery of the solution. This really enables businesses of all backgrounds to get to grips with the solution and see how it can work for them using the xRM concept.'

Microsoft launched Microsoft CRM 2011 Online at an offer price of £22.75 per user per month. This offer was available until 30th June 2011 however, due to its success Microsoft continued the offer to December 2011.

'The offer price, as well as the great functionality has really propelled Microsoft CRM into the business world for companies of all sizes. The solution remains incredibly tailorable and easy to use, which is essential for any CRM project to be successful. The price of Microsoft CRM 2011 Online is very affordable and great value. Microsoft also launched charity pricing to ensure that not for profit organisations can also truly get on board with a great solution that will help them to get ahead.'

Due to the huge success of Microsoft CRM 2011, and the Microsoft CRM 2011 Online offer coming to a close in December 2011, Caltech CRM are offering free places at 4 seminars across the United Kingdom during November 2011.

Callaghan concludes, 'We have been working with Microsoft CRM since its conception and it's great to bring a fantastic solution to so many organisations helping them to do more with less – with great functionality and at a great price.'

### Notes to Editors:

Caltech is one of the UK's leading suppliers and implementers of Customer Relationship Management (CRM) software. It works with clients to manage their customer contact strategies, operational processes and daily business functions in order to maintain audience loyalty, increase awareness and ultimately drive sales. This is achieved by recommending, implementing and

developing the very latest database technology including; Microsoft Dynamics CRM and GoldMine. Integration is at the heart of CRM so Caltech only implements systems that work hand in hand with a client's existing software from accountants systems to telephony packages ensuring optimum benefits and results every time.

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