

Illuminetic and crm-now Announce Cloud-Based CRM Offering

Affordable hosted CRM solutions for small and medium sized enterprises

Stone Ridge, VA, July 14, 2010 – Illuminetic and crm-now are pleased to announce that the crm-now/PS cloud-based Customer Relationship Management (CRM) solution is now available to US-based customers. This CRM system has been offered since 2004 in Europe and is now being offered within the US through an exclusive agreement between Illuminetic and crm-now.

Delivered as a fully secure SaaS application hosted in the United States, the crm-now/PS system provides a full featured CRM system including modules for sales, marketing, support, and supply chain management. System pricing, which starts at only ten dollars per month per user, allows smaller companies to take advantage of CRM capabilities that are typically only available to larger organizations.

“Over the past few years we have been getting an increased number of inquiries from US based companies” said Dr. Frank Piepiorra, CRM Manager of crm-now. “In order to provide a successful CRM offering, we felt we needed a US based company to provide service and support to our North American customers. We are pleased to be working with Illuminetic and believe that the combination of Illuminetic and crm-now will provide a superior experience for our customers.”

The crm-now/PS solution being offered by Illuminetic includes US based customer support, training, and services to help existing CRM users migrate from their current CRM system to the crm-now/PS platform.

“Successful CRM implementations are not about technology. They are about business processes and management commitment” said Alan Kobran, President of Illuminetic. “We work closely with our customers to help roll-out the service within their organizations. Because of the flexibility of the crm-now/PS system and the many years of experience that crm-now has in providing customer solutions, the crm-now/PS platform is the right offering for small and medium-sized companies that are struggling to be more competitive in a global economy.”

The crm-now/PS system is available now for US based companies, and Illuminetic offers a free 30 day trial of the system. To request a free 30 day trial or to learn more about the crm-now/PS system, please visit Illuminetic at www.illuminetic.com.

About Illuminetic: Illuminetic, based in Stone Ridge, Virginia, provides cloud-based CRM solutions and related consulting services for small to medium-sized enterprises. The company is an independent, innovative solution provider that focuses on the successful integration of technology and business processes. For more information, visit www.illuminetic.com.

About crm-now: crm-now, based in Berlin, Germany has been providing CRM solutions and related consulting services since 2004. crm-now is a project of the im-netz Neue Medien GmbH– a world-class provider of Internet-based communications and applications services since 1993. For more information, visit www.crm-now.com.

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