

## Small Businesses Invited to Join Commence CRM Marquis Clients

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ABC television, Alcatel, American Express, Bank One, Bank of America, BP, Brinks, Century 21, EDS, Exactech, Ford, General Electric, Handyman Connection, IBM, Merrill Lynch, PNCBank, Northrop Grumman, NYPD, New York Post, Princess Cruises, Raytheon, Shell, Siemens, Sprint, Steelcase, St. Luke's Hospital, TDK, Tele Atlas, and Unicef are just some of the marquis clients. The company has embraced the small business CRM market as well.

"Customer surveys have indicated that small to mid-size businesses are troubled by the so called "pay by the drink" pricing model of competitors. They are more interested in a structure that allows them to purchase a block of licenses up-front so that they can add users at a later date at no additional cost. As a hosting provider we are more concerned with bandwidth utilization than the actual number of users, so a site license or a block license approach makes sense for both parties," says Larry Caretsky, president of Commence Corporation.

Commence's entry into the hosted CRM On-Demand race spells more bad news for market leader Salesforce.com. Commence is an established software manufacturer that has been providing departmental CRM solutions for nearly twenty years. The company's products have been sold under private label by major corporations such as IBM, Compaq Computer and Lucent Technologies. Commence recently migrated their popular client server solution to the web and has a wealth of experience in the SMB sector along with a large established customer base and a channel of value added resellers that can provide regional support services.

### About Commence Corporation

Commence Corporation is a leading provider of Customer Relationship Management solutions. The company's products are designed to provide small to mid-size 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 world-wide distribution network, with outlets in North and South America, Europe and Asia/Pacific.

Commence Corporation, ([www.commence.com](http://www.commence.com)), announced a unique pricing program targeted at small to mid-size businesses. Unlike traditional hosted CRM solutions that charge a monthly fee for each user, Commence is offering a small – midsize business site license program that will enable customers to add users at no additional cost. Site licenses start at a five user level and require an annual contract.

Article Source:

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