

[January 24, 2008]

Microsoft Plays Catch-up to Commence in Small Business CRM Market

Industry journalist, Thomas R. Cutler, who frequently covers the CRM sector, suggested there is a great deal to praise in the Commence product. According to Cutler, "There is buzz about Microsoft's recent announcement that they plan to introduce a hosted CRM solution sometime in 2008, however Commence crossed the finish-line first. One of the key differentiators of Commence is the development of vertical solutions for manufacturing and distribution as well as the company's general purpose CRM offering. Other vertical applications will be rolled out in 2008."

Differentiation is the single biggest challenge in the software industry; many small and mid-sized businesses (SMB) have taken notice of Commence Corporation (www.commence.com), a provider of on-premise and hosted web-based solutions designed specifically for this businesses sector. The company is gaining momentum and marketshare with Commence On-Demand, a suite of CRM (customer relationship management) applications that is deployed as software as a service (SaaS).

Commence's comprehensive suite of hosted applications is offered at a price point that is challenging industry leader Salesforce.com. Included in the product offering are comprehensive account and contact management application, sales management, marketing campaign management and customer support. Integration with Microsoft Outlook and Intuit's QuickBooks is also part of the On-Demand offering.

"Competitive alternatives lack our modular product offering and unique licensing model," said Larry Caretsky, President of Commence Corporation. "Our competitors make their customers select a pre-packaged group of applications, which means they are often paying for functionality they will never use. We allow customers to select only the modules they require to manage their business and we offer customers the flexibility to purchase a pack or group of licenses at a discounted rate, which allows them to add additional users at no additional cost."

Caretsky is not at all surprised by the attention Commence is receiving in the media and among target customers. "We're no stranger to the CRM space or the SMB market he says. Over the past two decades we have developed business applications for this sector that have been sold under private label by companies like IBM, AT & T and Compaq Computer. The SMB space is our core competency and we feel comfortable competing for this business."

About Commence Corporation

Commence Corporation is a leading provider of Customer Relationship Management solutions. The company's products are designed to provide growing 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 worldwide distribution network, with outlets in North and South America, Europe and Asia.

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