



Latest News

Comms Business brings you the latest industry news update daily so that you can keep well informed about your market. Subscribe now & visit regularly to stay ahead of your competition.

[Home](#) | [News](#) | [Features](#) | [Subscribe](#) | [Media Pack](#) | [Jobs](#) | [Sales Leads](#) | [Fun](#) | [Awards](#) | [Events](#) | [Directory](#)

[Interactive Ma](#)

Genesis Pioneers Microsoft Dynamics CRM 4.0 For Mobile - 21/08/2008

Mobile data solutions provider, Genesis Communications, has launched Microsoft Dynamics CRM 4.0 as a hosted service available on mobile devices.

The company is one of the first in the world to offer CRM 4.0 as a hosted mobile service. The move comes as Software as a Service (SaaS) is gaining ground as the solution of choice for companies across the UK, with global revenues predicted to reach \$11.5bn by 2011.

Users of the service from Genesis will be able to sign up to a monthly contract, similar to that for their mobile phones, and will then be able to access their CRM portal from PCs, laptops and handheld devices, wherever they are.

Mark Seemann, product marketing director at Genesis, commented: "CRM 4.0 is a fantastic tool for managing customer relationships and coordinating customer-facing staff. For smaller companies, however, purchasing CRM outright is too large an investment, whatever the benefits.

"Signing up to a hosted solution is the perfect way to implement CRM for the first time. Businesses will still be able to offer their customers a more personal and timely service, deliver more targeted communications and distinguish between high and low value customers, but without a costly initial investment or the requirement for a large server that running this product would normally involve.

"The best thing about our new product is that users will be able to access the software wherever they are, using a laptop or handheld device – ideal for sales people who are constantly on the road, but who need to keep track of their customer base."

Genesis also offers Hosted Microsoft Exchange 2007, Microsoft Sharepoint 2007, BlackBerry Enterprise, Hosted Intranet, vehicle and personnel tracking and mobile contracts. Seemann adds: "What we're offering is a truly converged solution. Businesses can get all of their mobile data and communications through one company, allowing their staff to be fully operational, even when they're on the move. We're aiming to join the dots for businesses in a way that no other provider can.

[Send This News Article To A Friend](#)

To:

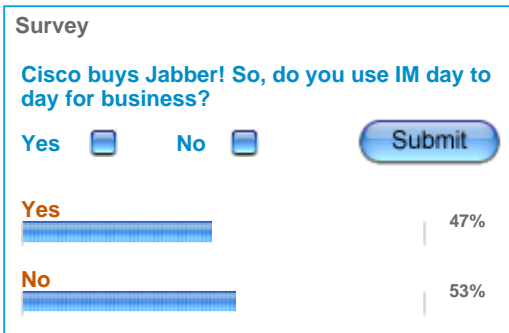
Subject:

Genesis Pioneers Microsoft Dynamics CRM 4.0 For Mobile

Message:

[Send News Article](#)

* Separate multiple email addresses with a semi colon (;) eg:
Bob@work.com;Tom@work.com;Fred@work.com



**WEBSITE
ADVERTISING
REALLY
WORKS**



7 - 8 October
Sandown Park
Esher, Surrey

**Attend the
largest
channel
event of
the year**

