

Channel Web White papers Google

Search

Forum About/Contacts Subscribe Issues Sitemap

Home News In-depth Reviews CRN TV Events Training Supplements A-List Blogs Mobile



CRN > News > Software Licensing & Piracy

Genesis to Increase CRM skills with buy-out

VAR acquires fellow Microsoft Gold partner to bolster hosted Dynamics CRM expertise



Written by **Sam Trendall**
CRN, 09 Mar 2009

VAR **Genesis Communications** claims its acquisition of **Increase CRM** will transform it into a powerhouse in the UK's hosted **Microsoft Dynamics CRM** space.

The deal was closed for an undisclosed sum and **Microsoft** claimed it was "excited" by the news as both firms are **Gold partners** of the software giant. The two companies claimed Genesis' hosted platform will be a good fit with Increase CRM's professional services expertise.

They also indicated the deal will be beneficial to Genesis' plans to launch an offering allowing end users to access CRM data via **mobile devices**. Genesis director Piers Linney said the acquisition would make his firm a sizeable presence in the **SME** space.

"The acquisition of Increase CRM allows us to become a UK market leader and dramatically extends our ability to support customers and deliver the value-added professional services that our customers are demanding as they increasingly embrace the power of **Microsoft Dynamics CRM**," said Linney.

Increase CRM's chief addict Neil Benson said: "We can now offer our customers a wider range of mobile and hosted solutions, combined with the added security of the significant investment that Genesis has made in its infrastructure."

Martin Walker, Microsoft's UK lead for software and services, welcomed the move.

"This acquisition further enhances the capabilities of Genesis, which is a **business** with the infrastructure, scale and the necessary expertise to offer a compelling Microsoft Dynamics CRM proposition," he said.

Have your say Send to a friend Share Print

[< previous](#)

[next >](#)

See also: [Genesis](#) [Increase](#) [Crm](#) [Microsoft](#) [Hosted](#) [Dynamics](#) [Acquisition](#) [Consolidation](#) [Mobile Software](#)

reader comments

related articles



SME
UK VARs snub SME sector
Report from CompuBase finds far fewer UK resellers address the SME market than European VARs 19 Feb 2009

Outsourcing
VARs offered marketing lift
Outsourcing touted as a money-saving marketing model 20 Nov 2008

Software
Microsoft previews online Office
Software giant offers early glimpse of online applications after Google and IBM launch similar services 29 Oct 2008

Communications
Orange UK extends outsourced CRM contract
Convergys hangs on to Orange UK's outsourced mobile and broadband subscriber call centre 16 Dec 2008

Public Sector
Public sector ruling lifts UK open-source market
VARs must prove they have considered open source for public sector contract bids 02 Mar 2009

most read most commented popular topics

- DSGI squeezed again in Euler retail review
- Computacenter continues to rake it in
- Nortel partners merge to form £10m VAR
- Ingram boosts SME channel credit
- Concorde Informatics snared by a BIMBO

[More](#)

advertisement

poll

PC apocalypse?

Are you reducing your exposure to the PC market?

- No
- Yes
- Yes, but I have been for years

[Previous poll results](#)

advertisement



In The Studio with CRN: Euler Hermes
In another editorial coup for CRN, Fabrice Desnos, chief executive of the UK's largest credit insurance firm, fights his corner
Steve Gilroy talks up channel training

[More CRN TV](#)

You are here » [Welcome](#) » [News](#) » [Reseller News](#) » [Microsoft backs Genesis Communications and Increase CRM merger](#)

Microsoft backs Genesis Comms and Increase CRM merger

by *Simon Quicke*

6 March 2009

Microsoft has indicated it is supporting the merger of Genesis Communications and Increase CRM as a combined operation will help drive its hosted software strategy.

Genesis acquired Increase for an undisclosed sum and will combine the specialism it has in hosted services with the knowledge of Microsoft Dynamics CRM that it has now brought in.

Piers Linney, director of Genesis, said that it was already providing hosted services but the acquisition would give it a much bigger slice of the market.

"[The acquisition] dramatically extends our ability to support customers and deliver the value added professional services that our customers are demanding as they increasingly embrace the power of Microsoft Dynamics CRM," he said.

Backing the deal Martin Walker, software+services, UK lead at Microsoft, said that both resellers were gold partners and they supported the development of the hybrid hosted model that the vendor was actively pushing to customers.

"Microsoft is strategically committed to the Software+Services model across its business products suite and is working closely with its partners to take solutions to market," he said.

© 2007 Reed Business Information Ltd

[Sitemap](#) | [Disclaimer](#) | [Terms & Conditions](#) | [Privacy Policy](#)

Genesis to Increase CRM skills with buy-out

Monday, March 9 12:01 pm

vmunet.com Sam Trendall

VAR Genesis Communications claims its acquisition of Increase CRM will transform it into a powerhouse in the UK's hosted Microsoft Dynamics CRM space.

The deal was closed for an undisclosed sum and Microsoft claimed it was "excited" by the news as both firms are Gold partners of the software giant. The two companies claimed Genesis' hosted platform will be a good fit with Increase CRM's professional services expertise.

They also indicated the deal will be beneficial to Genesis' plans to launch an offering allowing end users to access CRM data via mobile devices. Genesis director Piers Linney said the acquisition would make his firm a sizeable presence in the SME space.

"The acquisition of Increase CRM allows us to become a UK market leader and dramatically extends our ability to support customers and deliver the value-added professional services that our customers are demanding as they increasingly embrace the power of Microsoft Dynamics CRM," said Linney.

Increase CRM's chief addict Neil Benson said: We can now offer our customers a wider range of mobile and hosted solutions, combined with the added security of the significant investment that Genesis has made in its infrastructure."

Martin Walker, Microsoft's UK lead for software and services, welcomed the move.

"This acquisition further enhances the capabilities of Genesis, which is a business with the infrastructure, scale and the necessary expertise to offer a compelling Microsoft Dynamics CRM proposition," he said.

[Email Story](#)

[Share Story](#)

[Print Story](#)

ADVERTISEMENT



Copyright © 2009 Yahoo! All rights reserved. Printed from <http://uk.news.yahoo.com/16/20090309/ttc-genesis-to-increase-crm-skills-with-6315470.html>



TMC Launches New Sites :: [NGC](#) | [Unified Communications](#) | [Cable](#) | [4G Wireless Evolution](#) | [Green Tech](#) | [IT](#) | [IVR](#) | [ITEXPO.SHOW NEWS](#) | [Mobile World Congress News](#)

Global Online Communities Publications Industries International

Type here to Search TMCnet

- Asterisk Business VoIP CaaS Call Center Software VoIP Phone Systems Contact Center Solutions Fixed Mobile Convergence IVR
- Colocation HD Voice IP Communications IP PBX Mobile UC Open Source PBX Next Generation Communications Outbound Call Center
- SIP Trunking Small Business VoIP Mobile VoIP Telecom Expense Management Solutions Billing IPTV WiMAX VoIP Services Reseller
- Dark Fiber Developer COMSOL Unified Communications Service Provider Government Consumer Politics and Technology

TMCNET HOME | Important | Events | Publications | Forums | Free Resources | International | Your News | Industries

- INDUSTRIES
- VERTICALS
- PUBLICATIONS
- FREE RESOURCES
- INTERNATIONAL
- EVENTS
- ABOUT TMC
- COMMUNITIES

SHARE

EMAIL PRINT BOOKMARK RSS/XML DIGG THIS FACEBOOK



[March 09, 2009]

Genesis Communications Eyes Leadership in Hosted Microsoft Dynamics CRM with Increase CRM Acquisition



By [Susan J. Campbell](#)
TMCnet Contributing Editor

In an effort to become the U.K.'s leading provider of hosted Microsoft ([News - Alert](#)) Dynamics CRM solutions, Genesis Communications has acquired Increase CRM. The company made the announcement today, declining to disclose the sum of the transaction.

[Convergence in Telecommunication](#) [Learn more, download free white paper.](#)

This purchase is considered a next step for Genesis as it continues on its strategy for domination in the U.K. market. Genesis hopes to earn top ranks as a provider of mobile and hosted IT solutions to small and medium-sized enterprises.

[Find Solutions for Enterprises, SMBs & Service Providers at the INTERNET TELEPHONY Conference and EXPO West, September 1-3, 2009, Los Angeles, CA.](#)

As part of its strategy, Genesis will combine its considerable investment in its hosting platform along with Increase CRM's leadership and expertise in providing hosted Microsoft Dynamics CRM solutions and value added professional services.

Increase CRM's customers are expected to immediately benefit as their hosted Microsoft Dynamics CRM services will migrate to Genesis' purpose built data centre. Customers will also enjoy a broader range of high quality and cost saving services that include hosted Microsoft SharePoint and Microsoft Exchange.

The integration of Office Communications Server will provide improved collaboration and communication for all customers. In addition, Genesis plans to soon launch a mobile CRM solution designed to allow customers to access their Microsoft Dynamics CRM data while on the go using their mobile device.

Piers Linney, director of Genesis, said in a Monday statement, "Genesis is absolutely focused on providing the leading suite of mobile and hosted IT solutions for small and medium-sized enterprises in the U.K.

The acquisition of Increase CRM allows us to become a UK market leader and dramatically extends our ability to support customers and deliver the value added professional services that our customers are demanding as they increasingly embrace the power of Microsoft Dynamics CRM. We look forward to working together to develop this exciting market and our offering," Linney added.

Neil Benson, chief addict at Increase CRM also commented in the Monday statement, "The team of passionate CRM addicts at Increase CRM is extremely excited about joining Genesis. We can now offer our customers a wider range of mobile and hosted solutions, combined with the added security of the significant investment that Genesis has made in its infrastructure."

In response to the growing demand for hosted IT services, Microsoft has launched a global

Receive more news in your Email

Featured White Papers

- Customer Process Management: Developing best practices and metrics for a customer-centric operation
- Understanding the Total Cost of Ownership of IP Telephony Solutions
- Seven Questions Most CRM Vendors Are Afraid You'll Ask

[view all white papers...](#)

Top Stories

- SAP and Sybase Partner to Bring SAP Business Suite 7 ...
- Choosing the Backhaul for LTE
- Facebook App for the iPhone, iPod Touch: The Good Outweighs ...
- Zer01, Google Voice, India Pricing Slashing and the Future of ...
- Video Quality in Today's IP Communications Environment

[more of today's top stories...](#)

Related CRM News

- NorthgateArinso Intros euHReka OnDemand HCM Solution
- SAP and Sybase Partner to Bring SAP Business Suite 7 to iPhone, Windows Mobile Devices
- CIBER Announces CB Reporting Solution for Texas Colleges and Universities
- Beyond Commerce Chooses RightNow's CRM Solutions
- Current State of Economy Spurning Growth in Contact Center Industry

Compare Top 40 CRM Apps
2009 Top 40 CRM Software Rankings. Don't make CRM Decision without it. [Business-Software.com/](#)

Free 14 Day CRM 4 Trial
Hosted CRM From Microsoft Try Microsoft CRM 4 Now!
[www.Genesis.co.uk/CRM](#)

Free Email Marketing
MailChimp free email plan. Start building your list today.
[www.MailChimp.com](#)

- TMCnet CHANNELS
- 3G, VoIP & IPTV Performance Management
- Advanced Carrier Services
- All-in-one IPPBX
- Appliance Deployment
- ATCA
- Auto Dialer
- Bandwidth Management
- BPA (3rd Party Remote Call Monitoring)
- Broadband Telephony
- Business VoIP
- Call Center
- Call Center Certification
- Call Center Digital Signage
- Call Center Furniture
- Call Center Hiring
- Call Center Management
- Call Center On Demand
- Call Center Outsourcing
- Call Center Scheduling
- Call Center Software
- Call Center Solutions
- Call Center Training
- Call Monitoring
- Conference Call
- Conference Phones
- Contact Center Software
- CRM Software
- CRM Solutions
- Dialer
- DID/DDI
- e911
- Ethernet Extender
- Fax
- Fax Over IP

- [HD Conference](#)
- [HD Video Conferencing](#)
- [Headsets](#)
- [Hosted Call Center](#)
- [Hosted Contact Center](#)
- [Hosted PBX](#)
- [IP Fax](#)
- [IP Phone System](#)
- [IVR](#)
- [Mobile Management](#)
- [Mobile Unified Communications](#)
- [Mobile Video](#)
- [NAT Traversal](#)
- [NEBS](#)
- [Open Source CRM](#)
- [PC to Phone](#)
- [Phone Systems](#)
- [Predictive Dialer](#)
- [Pre-employment Screening](#)
- [Selecting VoIP Solutions](#)
- [SIP](#)
- [SIP Trunking](#)
- [Softswitch](#)
- [Speech Recognition and Text to Speech](#)
- [Telecom Expense Management](#)
- [Telemarketing Software](#)
- [Unified Communications](#)
- [Virtual Call Center](#)
- [Virtual PBX](#)
- [Voice Broadcast](#)
- [Voice and Video IP Communication](#)
- [Voice Management](#)
- [Voice Over IP](#)
- [Voice Peering](#)
- [Voicemail Replacement](#)
- [VoIP Contact Center](#)
- [VoIP Developer](#)
- [VoIP Monitoring](#)
- [VoIP Robustness Testing](#)
- [VoIP Test Solutions](#)
- [VoIPSwitch](#)
- [Web Meeting](#)
- [Webcasting](#)
- [Wholesale VoIP](#)
- [Wireless Expense Management](#)
- [Wireless Management](#)
- [Workforce Management](#)
- [Workforce Optimization](#)

Software+Services strategy. By 2011, analyst firm Gartner ([News - Alert](#)) predicts that 25 percent of all software will be delivered as a service.

Martin Walker, Software + Services - U.K. Lead, Microsoft UK added in Monday's statement, "Both Genesis and Increase CRM are Microsoft Gold Partners focused on leading the development of the Software+Services market. We are excited by the announcement of the acquisition.

Microsoft is strategically committed to the Software+Services model across its business products suite and is working closely with its partners to take solutions to market. The acquisition further enhances the capabilities of Genesis, which is a business with the infrastructure, scale and the necessary expertise to offer a compelling Microsoft Dynamics CRM proposition," said Walker.

The demand for hosted services is undeniably growing as companies have a need for improved operations and communications, but don't always have the budget. On demand, hosted solutions give these companies the opportunity to implement next-generation technologies without significant upfront costs.

Genesis has recognized the growing opportunity in this field and the contribution that Increase CRM will make in its quest for dominance in the U.K. market. In its efforts to strategically align itself with quality performers, the company is likely to achieve its leadership goal.

Susan J. Campbell is a contributing editor for TMCnet and has also written for eastbiz.com. To read more of Susan's articles, please visit her [columnist page](#).

Edited by [Tim Gray](#)

[\[Back To TMCnet.com's Homepage \]](#)

Discussions:

Be the first to post a comment on this page!

**By
TMCnet**

[+ Add to the Discussion](#)

Related Resources @ TMC

Videos	White Papers	Podcasts	Sessions
Rich Announces Blog Aid 11/18/2008	Frost and Sullivan - Network Evolution: Migration Strategies for Success	TMCnet Editorial Director Greg Galitzine speaks with Whaleback Systems' founder, president and CEO Mark Galvin	
TMC Newsroom With Lorna Lyle - 11/05/08 11/05/2008	STARFACE Case Study- STAY MOBILE. STAY FLEXIBLE. WITH VoIP.	Podcast Interview: 8x8 VP Marketing Huw Rees	
Juniper Interview 02/03/2009	Fixed Service Strategies for Mobile Network Operators	Pros and Cons of the New Mobile Flat Rate Plans	

Today @ TMC

Headlines	Upcoming Events	Corporate News	Snapshots
<ul style="list-style-type: none"> • Stem Cell Administration Study Demonstrates Improved Quality of Life for Patients Suffering from Spinal Cord Injury • Mundoro Adds to Its China Team • Will Lowcountry coffee junkies finally get their Dunkin' Donuts fix? • Top policy adviser to Gov. David Paterson resigns • InnVest Real Estate Investment Trust announces monthly distribution <p style="text-align: right;">view more...</p>	<p>ITEXPO West 2009 September 1-3, 2009 Los Angeles Convention Center Los Angeles, CA</p> <p>4G Wireless Evolution Conference Collocated with ITEXPO September 1-3, 2009 Los Angeles Convention Center Los Angeles, CA</p> <p style="text-align: right;">view more...</p>	<p>TMC's Unified Communications Magazine Announces 2008 Product of the Year Award Winners</p> <p>2009 Top 50 Outbound Teleservices Agencies Ranking Announced by Customer Interaction Solutions Magazine</p> <p>TMC Reports 14 Percent Increase in Subscriber Base of Customer Interaction Solutions</p> <p>INTERNET TELEPHONY's Second Annual WiMAX Distinction Award Call For Entries</p> <p>TMCnet Announces Facebook Connection</p> <p>TMC Announces Dates for</p>	<p>Skype</p> <p>Vonage</p> <p>Linksys</p> <p>Sprint North Supply</p> <p>NICE Systems</p> <p>IP Multimedia Subsystem</p> <p>Siemens</p> <p>Verizon</p> <p>Hewlett-Packard</p> <p>Nokia</p> <p>Telefonos de Mexico</p> <p>Avaya</p>

Upcoming ITEXPO Events in Los Angeles and Miami	Alcatel-Lucent
TMCnet Adds 40th Blogger to Its Blog Community	Microsoft
TMC's Premier Issue of Next Generation Networks (NGN) Magazine Reports Highest Subscriber Base of Any TMC Publication Launch	Google
	Motorola
	Comcast
	FCC
	Spatializer Audio Labs
	AT&T
	view more...

Subscribe **FREE** to all of TMC's monthly magazines. Click [here](#) now.



The World's Largest Communications And Technology Community

Technology Marketing Corporation,
One Technology Plaza, Norwalk, CT 06854 USA
Ph: 800-243-6002, 203-852-6800; Fx: 203-866-3326
General comments: tmc@tmcnet.com. Comments about this site:
webmaster@tmcnet.com.
» [About](#) » [Contact](#) » [Advertise](#)
Technology Marketing Corp. 1997-2009 Copyright . [Privacy Policy](#)
[Sitemap](#)

- ✘ CHANNELS
- ✘ COMMUNITIES
- ✘ INDUSTRIES
- ✘ VERTICALS
- ✘ TMCNET SERVICES
- ✘ FREE ENEWSLETTERS
- ✘ NEWS ALERTS

- ✘ PUBLICATIONS
- ✘ CIS MAGAZINE
- ✘ IT MAGAZINE
- ✘ IMS MAGAZINE
- ✘ UC MAGAZINE
- ✘ NGN MAGAZINE
- ✘ TMC LABS

- ✘ WHITE PAPER LIBRARY
- ✘ VIDEOS
- ✘ PODCAST
- ✘ WEBINARS
- ✘ EVENTS
- ✘ FORUMS
- ✘ CONTRIBUTORS

Search computing.co.uk go

News | In-depth | Reviews | Audio/Video | Web Seminars & Events | Jobs | Blogs | Forums | Computing Business | Subscribe

Home Hardware Software Communications Internet Security Management Public sector Mobile



Home > News > Software Licensing & Piracy > Software

Genesis to Increase CRM skills with buy-out

VAR acquires fellow Microsoft Gold partner to bolster hosted Dynamics CRM expertise

Written by [Sam Trendall](#)
[CRN](#), 09 Mar 2009



VAR **Genesis Communications** claims its acquisition of **Increase CRM** will transform it into a powerhouse in the UK's hosted **Microsoft Dynamics CRM** space.

The deal was closed for an undisclosed sum and Microsoft claimed it was "excited" by the news as both firms are **Gold partners** of the software giant. The two companies claimed Genesis' hosted platform will be a good fit with Increase **CRM's** professional services expertise.

They also indicated the deal will be beneficial to Genesis' plans to launch an offering allowing end users to access CRM data via **mobile devices**. Genesis director Piers Linney said the acquisition would make his firm a sizeable presence in the **SME** space.

"The acquisition of Increase CRM allows us to become a UK market leader and dramatically extends our ability to support customers and deliver the value-added professional services that our customers are demanding as they increasingly embrace the power of Microsoft Dynamics CRM," said Linney.

Increase CRM's chief addict Neil Benson said: "We can now offer our customers a wider range of mobile and hosted solutions, combined with the added security of the significant investment that Genesis has made in its infrastructure."

Martin Walker, Microsoft's UK lead for software and services, welcomed the move.

"This acquisition further enhances the capabilities of Genesis, which is a **business** with the infrastructure, scale and the necessary expertise to offer a compelling Microsoft Dynamics CRM proposition," he said.

Have your say Send to a friend Print this Share

[< Previous article](#) |

Tags: [Genesis](#) [Increase](#) [Crm](#) [Microsoft](#) [Hosted](#) [Dynamics](#) [Acquisition](#) [Consolidation](#) [Mobile](#) [Software](#)

reader comments

related articles

SME
UK VARs snub SME sector
Report from CompuBase finds far fewer UK resellers address the SME market than European VARs 19 Feb 2009

Outsourcing
VARs offered marketing lift
Outsourcing touted as a money-saving marketing model 20 Nov 2008

Software
Microsoft previews online Office
Software giant offers early glimpse of online applications after Google and IBM launch similar services 29 Oct 2008

Communications
Orange UK extends outsourced CRM contract
Convergys hangs on to Orange UK's outsourced mobile and broadband subscriber call centre 16 Dec 2008

Public Sector
Public sector ruling lifts UK open-source market
VARs must prove they have considered open source for public sector contract bids 02 Mar 2009

Software
BSA applauds punishment of Leeds pirate
Man caught hawking £420,000 worth of pirated software at PC fair given suspended sentence 25 Feb 2009

Software
New head for FAST Ltd

today's top stories

The Big Picture
Size zero computing – when thin can be good

communications crm database datacentre
ecommerce financial-services
government hardware
internet leadership
management microsoft
outsourcing police privacy public-sector
retail security skills software

advertisement



Sign up for our range of FREE newsletters:

- Essential weekly news
- Technology Insider
- Financial services news
- Public sector news
- Retail & supply chain news

More available - click 'submit' to view

Submit

advertisement

advertisement