

Genesis Communications acquires Increase CRM to create the UK's leading provider of hosted Microsoft Dynamics CRM services

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Genesis Communications is pleased to announce that it has acquired Increase CRM, for an undisclosed sum, to become the UK's leading provider of hosted Microsoft Dynamics CRM solutions.

The acquisition of Increase CRM represents the next step by Genesis to become the UK's leading provider of mobile and hosted IT solutions to small and medium-sized enterprises. Genesis will combine its considerable investment in its hosting platform with Increase CRM's leadership and expertise in providing hosted Microsoft Dynamics CRM solutions and value added professional services.

Increase CRM's customers will benefit immediately as their hosted Microsoft Dynamics CRM services are migrated to Genesis' purpose built data centre, located in Leicester. Customers will also be able to benefit immediately from a broader range of high quality and cost saving services such as hosted Microsoft SharePoint, Microsoft Exchange and Office Communication Server which can be integrated with Microsoft Dynamics CRM for improved collaboration and communication. Genesis will also soon be launching a mobile CRM solution which will allow customers to access their Microsoft Dynamics CRM data on the move using their mobile device.

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

Neil Benson, chief addict at Increase CRM added, "The team of passionate CRM addicts at Increase CRM are 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."

Microsoft has launched a global Software+Services strategy in response to the demand for hosted IT services. By 2011, analyst firm Gartner predicts that 25% of all software will be delivered as a service.

Martin Walker, Software + Services - UK Lead, Microsoft UK commented, "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."

About Increase CRM

Increase CRM is the Microsoft Dynamics CRM hosted services business of Increase Ltd. Founded in 2002, Increase Ltd was among the first Microsoft partners to offer hosted Microsoft Dynamics CRM in 2006. Increase CRM was the first Microsoft partner in the world to offer hosted Microsoft Dynamics CRM 4.0 in December 2007 and has established itself as a the UK leader in hosted Microsoft CRM.

About Genesis Communications

Genesis Communications Limited is an independent and leading provider of mobile and hosted IT solutions to UK small and medium-sized enterprises. The company has 250 employees based in Manchester, Leicester and London and generated revenues of c.£33M in 2008.

Genesis provides mobile voice and data solutions to approximately 15,000 customers. The company has invested in a wholly owned state-of-the-art data centre in Leicester with infrastructure to provide managed services and Software-as-a-Service IT solutions, such as Microsoft Hosted Exchange 2007, Microsoft Hosted SharePoint 2007, Microsoft Office Communication Server and Microsoft Dynamics CRM 4.0.

The company has achieved a total of 7 Microsoft Gold Partner competencies and its objective is to become the leading provider of unified communications and IT solutions to UK small and medium-sized enterprises.

For More Information

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