

iRevolution announces availability of pay per use CRM solution from £50 per month

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iRevolution announces availability of 'pay per use' CRM solution from £50 per user per month for small/medium business sector

London, 22 May 2003: While larger businesses may have had their fingers burnt by unwieldy CRM (Customer Relationship Management) software installations in the past, according to iRevolution, systems integrator and provider of CRM software to the SME (Small to Medium Enterprise) sector, small businesses needn't suffer the same experience. Instead, SMEs are gradually realising that if they take a more 'back to basics' approach to CRM, they can get the right system in place and start to enjoy the sales and service benefits that properly selected CRM systems promise.

This is the approach iRevolution has taken as it announces the general availability of a 'pay per use' CRM service designed specifically for SMEs and that is based on the popular browser based ACCPAC CRM software from ACCPAC International, Inc. iRevolution hosts ACCPAC CRM at its data centre and users can pay as little as £50 per user per month for secure remote access to their own CRM system without the headaches associated with maintaining such a solution in-house.

The company believes that the essential CRM needs of the majority of SMEs typically amount to sales force automation and contact management functionality to maximise their sales force productivity whilst also providing basic marketing and support functionality. iRevolution is urging the small business community to revisit their CRM needs, take sensible advice and be sure of what they're trying to achieve with their CRM strategy and look at both hosted and traditional options.

At the heart of iRevolution's new pay per use solution is a technique that enables iRevolution to understand and analyse a business and its CRM requirements, devise a relevant CRM solution to meet these needs and implement this within a guaranteed delivery timeframe and ensure that budget is not exceeded.

Eamus Halpin, CEO of iRevolution, comments; "Many traditional CRM providers have been battling away, trying to hone their function-rich, enterprise-wide products to suit the smaller business user. The net result has been repackaged software that is too expensive, too difficult and time consuming to implement and with little after sales support from the vendor. Moreover, these solutions rarely meet the precise organisational needs of that particular business, meaning that they are left trying to fit in with the product, rather than the other way round. It's been like trying to fit a square peg in a round hole and this is another reason why so many projects have failed."

Halpin continues, "These well documented failings have further fuelled the ongoing CRM debate where smaller businesses are potentially losing out on all the benefits that an out-of-the-box CRM package can bring because they've been so badly let down. CRM really doesn't need to be over-complicated for the smaller end of the market. It's time to go back to business basics and for SMEs to source an established vendor with experience of serving their market, and with the best solution to suit their needs."

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About iRevolution

iRevolution provides IT Solutions to small to medium sized businesses (SMEs) that enable these organisations to manage their IT more efficiently, increase productivity and cut costs.

iRevolution is able to manage the IT requirements for its clients in a number of ways depending on the client's individual needs. This may involve iRevolution hosting a client's IT needs from its data centre in East India Dock, London and providing it on a per user payment method, or by managing a client's existing IT and applications from its Network Operations Centre (NOC) in West Drayton.

iRevolution offers a wide portfolio of market leading business applications that include accounting and executive information systems, customer relationship management, document and knowledge management along with associated workflow and scanning.

Customers include the Herefordshire & Worcestershire Chamber of Commerce and Business Link, The Really Useful Group, SMS and the London School of Economics.

iRevolution has its headquarters in West Drayton, near Heathrow, London, and is part of iRevolution Group plc that floated in July 2001 via a reverse takeover on the London Stock Exchange and TechMARK (ticker:IREV). It employs more than 40 staff and has strategic partnerships with some of the leading global technology companies including Microsoft, Computer Associates, ACCPAC, Citrix, FileNET, Cisco, IBM and RSA Security. For more information, visit the iRevolution web site, www.irevolution.com.