

# Saaspoint Implements salesforce.com CRM for Synergex

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Media contact: Amanda Hassall

Six Degrees Limited

Tel: +44 (0)1628 480280/+44 (0)7855 359889

Skype name: MandyHass

24th November, 2008: Saaspoint, the 100% dedicated salesforce.com consultancy and integrator, has implemented salesforce.com Software-as-a-Service (SaaS) Customer Relationship Management (CRM) for Synergex International Corporation (<http://www.synergex.com/>).

Synergex specialises in providing a range of products and professional services, which enable companies across a range of industries to develop and use applications to drive business.

Synergex required a CRM solution that was user-friendly, easily customisable and enabled transparency throughout the organisation.

“We require business intelligence that enables marketing, Salesforce Automation (SFA) and support to share information easily,” commented William Mooney, VP and general manager of Synergy/DE. “This reduces our dependence on IT and enables us to respond quickly to market and customer opportunities.”

“Synergex recently replaced their existing CRM solution, requiring that the replacement be both hassle-free to implement, easily customisable, and user-friendly. They also needed to maintain the integration between their three business divisions. Salesforce.com met all of these requirements,” said John Appleby, Chairman of Saaspoint. “Salesforce.com gave them the feasibility to do that.”

Synergex called upon Saaspoint to make sure the new system duplicated the integration built into the previous CRM solution. Saaspoint was able to implement several custom-built application programmes and to integrate salesforce.com with Synergex’s existing accounting system and their online customer resource center.

“Saaspoint’s in-depth understanding of salesforce.com has enabled us to maximise the business benefits of a CRM platform, providing us with a single, integrated view of our global business right across the organisation,” continued Mooney.

Salesforce.com is the market and technology leader in Software-as-a-Service (SaaS) and Platform-as-a-Service (PaaS).

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About Saaspoint

Saaspoint is one of the largest global providers of consulting services centered around the OnDemand and Software as a Service (SaaS) delivery model, and is 100% focused on the successful deployment and

integration of salesforce.com and Google Apps-based projects. Saaspoint is a centre of excellence for developing AppExchange and Force.com applications. In 2008 it started Saaspoint Consulting, a new business transformation division.

Established by original founders of salesforce.com EMEA, Saaspoint operates in North America and Europe and has offices in San Francisco, London, Stockholm, and Dublin. It has helped hundreds of customers and hundreds of thousands of users to achieve success and exceptional ROI through their use of salesforce.com.

See: <http://www.saaspoint.com>

