

BPMonline wins 'Rising Star Award 2012' for enhancing customer relationships through Business Process Management

Submitted by: TTA Communications (Bath)

Friday, 16 March 2012

London, UK, 16th March 2012 – Process-based CRM specialist, BPMonline (<http://www.bpmonline.com>) has been voted a 'Rising Star of 2012' by Destination CRM Magazine (<http://www.destinationcrm.com/>) for its latest BPM-based CRM solution. The award is designed to recognise cutting-edge vendors whose products are 'Meeting—and exceeding—customer needs by developing a complete picture of their customers, enabling them to serve them more efficiently'.

"The initial focus of business process management (BPM) was on improving business efficiencies through an expanded use of information technology. And so it comes as no surprise that customer service is one of the areas that companies are now looking to improve with BPM solutions. What is surprising is the shortage of companies with offerings that let them do just that. BPMonline, the champion in the Europe, Middle East, and Asia region of this year's inaugural CRM Idol contest, is just such a company." say editors at CRM Magazine.

BPMonline founder and CEO Katerina Kostereva says, "We are delighted to have won this latest accolade that acknowledges how the BPMonline solution brings easy and affordable process management tools to CRM professionals. We are sure that in the near future, stand-alone CRM solutions will be replaced by platforms that provide new features, such as BPM features and deeper integration with social media."

As well as being voted a Rising Star of 2012, BPMonline also won the CRM idol contest and was also included in ZDNet's (<http://www.zdnet.com>) CRM Watchlist 2012, an annual review of the most influential CRM players.

The company will shortly announce details of its version 5.3 of BPMonline CRM which will include key features such as Reference Business Modelling and the introduction of concurrent licensing, making the product even more attractive and cost-effective.

For further information visit: www.bpmonline.com

-ends-

Editor's notes:

About BPMonline:

Headquartered in London, UK, BPMonline is a global company that provides customers with the first-class solutions for business automation. The heart of BPMonline CRM is a business process management engine that couples a powerful set of tools for process design, with automation and analysis. Such a robust platform helps our customers meet diverse business challenges easier and at lower cost.

With an ever-growing partner network, the BPMonline CRM application is sold in more than 35 countries around the world.

In 2011 BPMonline CRM was titled CRM Idol 2011 in EMEA region. The judges of the contest evaluated BPMonline CRM as one of the most elegant process-based CRM applications, providing deep user-friendly customization at an incredibly inexpensive price point. In 2012, BPMonline was listed in ZDNet's 'CRM Watchlist 2012'. Key customers include ZyXEL, Bayer, SpecTec and HalykBank.

Press Contact: Jane Moores, TTA Communications, 01225 580214. E-mail: jmoores@ttauk.com
twitter.com/ttacomms

###