Workbooks certified for G-Cloud 11

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Workbooks (http://www.workbooks.com), a British cloud-based Customer Relationship Management (CRM) and marketing automation vendor, today announces that the company has been certified for the G-Cloud 11.

The latest iteration of the G-Cloud 11 framework, announced recently by the Crown Commercial Service, is an agreement between the government and suppliers who provide cloud-based services. There are 3 categories: cloud hosting, cloud software and cloud support. The basic terms of use are agreed by both parties after a contract notice is published in the Official Journal of the European Union (OJEU) (https://en.wikipedia.org/wiki/Official_Journal_of_the_European_Union).

Public sector organisations can use the Digital Marketplace (https://www.digitalmarketplace.service.gov.uk/) to access cloud services such as Workbooks. This is faster and cheaper than entering into individual procurement contracts, since the government has done the due diligence in advance.

Workbooks has been certified since 2012 and the certification has been renewed for the G-Cloud 11.

“G-Cloud certification allows public sector organisations to be confident that Workbooks is a trusted and secure organisation which has been pre-approved by the government,” explains John Cheney, “and we look forward to providing government bodies with our platform which extends beyond traditional CRM to include order management, event management and many other features to help increase productivity and streamline processes.”

About Workbooks
Workbooks delivers cloud-based CRM and Marketing Automation applications to the mid-market, at an affordable price. Its services extend beyond sales, marketing and customer support to include order management and fulfilment, invoicing and supplier management, at a price which is typically 50-70% less than alternatives such as Salesforce or Microsoft Dynamics.
Workbooks unites the entire organisation around data and processes, promoting teamwork and collaboration. It provides a single 360-degree view of customers and the information is accessible anytime, anywhere. Productivity increases, operations streamlined, insightful decisions made and the business is better equipped to differentiate against the competition.

For more information, visit www.workbooks.com

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