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## Salesboom adds project management to CRM/SFA

30 August, 2004

by [Dave Chappelle](#)

Customer relationship management (CRM) and sales force automation (SFA) solutions provider Salesboom has announced the addition of a **comprehensive project management feature** to their host of CRM-related solutions, available through their Internet-based service.

Intended for public release in the coming weeks, the new feature will be available to current customers immediately.

The Salesboom.com project management solution includes features that are available in traditional software applications, such as Microsoft Project.

"With such a new feature hitting the CRM/SFA market, we expect to see a large influx of customers who have been seeking an integrated project management solution for some time," said Justin Webster, vice president, business development.

The release presents an opportunity for channel partners to market and sell to a brand new feature.

"This will allow our channel partners to effectively address all their client's needs, providing a more complete solution, and increasing customer profitability," Webster said.

"It's a unique opportunity to be the first provider of these solutions, whereas before it involved a larger total cost of ownership (TCO) due to needing multiple products, with little to no integration. Now the channel can offer a one-stop solution."

Salesboom has pioneered this new CRM functionality to address its clients' and prospective clients' needs.

"With CRM, the end-goal is to be a complete solution, automating all business processes through one central location," said Rami Hamodah, president and co-founder.

"Salesboom believes in being this complete solution, whereas other CRM vendors haven't yet realized that additional functionality is always needed."

The idea of project management as a whole has existed for some time.

"However, it has never before, to our knowledge, been so fully and completely integrated into an existing suite of solutions designed to automate business processes," said Malcolm Langille, CTO.

"The CRM landscape will be changing as vendors mimic our approach. Broader horizons

equals a more complete solution, which will in turn mean better ROIs for our customers."

Customers that previously had to use software applications, such as Microsoft Project, will now find the same type of functionality integrated into a complete CRM solution.

"The days of using multiple stand-alone enterprise software applications have come to an end; now you can get the whole package in one on-demand online CRM solution, at a fraction of the cost," said Troy Muise, CEO and co-founder.

Salesboom has a simple vision to give customers the broadest range of functionality at the lowest total cost.

"We will continue to blaze new trails in CRM functionality with revolutionary features and additions, while maintaining our strong customer centric viewpoint, implementing features and changes requested by our clients," said Langille.

"We understand no business fits into the cookie-cutter mold that other CRM providers present, and we have the ability to customize our service to any organizations unique needs."

Project management is a new core feature of the Salesboom CRM solution.

"Now you'll be able to get an overview of costs as well as revenues, moving more from the sales force automation side of things back towards finance, marketing, and human resources," said Langille.

"Every feature in our CRM service links back to one another, and you'll be able to drill down through all the data in any respect you wish with our customizable reporting and analytics."

Salesboom is a global provider, with clients and partners around the world.

"Geographically speaking, we do not have a specific market," said Webster.

"We specifically target SMBs, and we have worked with larger organizations as well. We have organizations with as few as one user license, all the way up to about 22,000."

It appears that customer relationship management is changing outlooks to a more customer-centric view.

"What we've never been able to figure out is how so many CRM providers out there can offer and advocate CRM as a business solution, yet not practice it internally when dealing with their own clients," said Webster.

"Our competitive edge is that we consider all our clients needs individually, and are completely flexible in almost all aspects of our service. After all, we have to earn your business every month, and having a customer-first view is the best way to continue being the number one CRM service provider to our end-users."

Salesboom considers Salesforce.com as its most prominent competition, and on a larger scale, Siebel OnDemand is also.

"However, we feel both services are too costly for smaller companies to really take advantage of, so we expect many organizations who may have in the past opted for Salesforce.com will now take note of our functionality and pricing, and find that Salesboom offers a much better potential for higher," said Muise.

Salesboom has offices in Halifax and Toronto, with another on the West Coast a distinct possibility.

"We are the only prominent on-demand CRM solutions provider in

Canada," said Hamodah.

"As such, we enjoy a strong Canadian market presence now, both on our own as well as with our network of Canadian partners. We always enjoy doing business here at home, and look forward to many more clients and partners joining our already strong Canadian ranks."

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