



## SalesPage CRM Wins Real Time Award

*ISM recognizes SalesPage software for consecutive year*

**MICHIGAN - May 2, 2007** - SalesPage Technologies ([www.salespage.com](http://www.salespage.com)), a leading Customer Relationship Management (CRM) software provider, announced today that its SalesPage CRM software solution once again won an ISM Real Time CRM award.

Awarded for the first time in 2006, the ISM Real Time CRM award serves as an industry benchmark for customer relationship management. This marks the second year SalesPage has received the award. The company is honored to be selected as an industry leader in the development of its real time application tools and the influence they have within customer-focused businesses.

"We are proud to be among those recognized by ISM for the performance of our SalesPage CRM solution and its real time functionality," said Bob Gordon, president of SalesPage Technologies. "In today's fast-paced business environment viewing data in real time is essential for companies looking to make accurate and timely decisions while having greater control over the relationships that matter most to them. Our goal is to provide the most effective and comprehensive CRM tools to our clients so they can in turn achieve their business goals."

Tested in ISM's Software Lab, along with more than a dozen CRM software packages, ISM named SalesPage CRM an award-winner based on the following criteria:

- Real-Time Dashboards
- Rapid Application Development Tools (RAD)
- Workflow Tools
- Business Object Configuration
- Mobile-Device Implementation

- Real Time Currency Conversion
- Real Time Analytics
- Real Time Accounting Integration
- Service-Oriented Architecture (SOA) Functionality

SalesPage CRM provides a robust and fully customizable range of functionality suited to the needs of virtually any business. SalesPage's user-friendly solutions enable companies to efficiently and cost-effectively unify and expand existing sales, marketing and customer service operations, thus providing greater control over critical relationships with prospects, clients, partners and employees.

#### **About SalesPage Technologies, LLC**

Founded in 1983, SalesPage is committed to providing companies with effective CRM applications and related technical services. SalesPage collaborates with each client to plan, build and implement a tailored, browser-based CRM solution. Each client's solution starts with the award-winning SalesPage foundation, then integrates the client's own best strategies, leveraging their existing technology investments and readily adapting as the client's needs change and grow. The company's growing list of global business partners for SalesPage solutions includes Federated Investors, ING Funds, JPMorgan, Deutsche Bank, Entergy, Friday Ad, Scottish and Southern Energy, Twinings, and the University of Central England.