

# CRM Software - OpenCRM UK Hosted Alternative for Salesforce.com, ACT!, Sage CRM, GoldMine



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Author: Graham Anderson

Industry: [Small Business](#)

License free [CRM Software](#) – UK company overwhelmed by response!

CRM Software crafters Software Add-ons based in rural North Yorkshire, UK, are delighted with the response to their recession busting marketing campaign for OpenCRM.

The company's strong mission statement, 'to bring [corporate software](#) technology within the reach of small to medium businesses' seems to be the key to their success.

Marketing manager Helen Burton revealed 'we knew we had a strong message, offering license free software, but our campaign has had the phones ringing off the hook!'

Consumer expectation is driving the mid market business need to get online , OpenCRM's free license solutions needed to be internet based with portal capability so customers can place and track orders, see cases and issues, download documents & information – Anytime,

Anywhere access is a major boost for the previously disconnected workforce.

John Mabley of ITS describes his software as the glue between the systems – 'I employ home teleworkers and need them to be connected to the office – OpenCRM integrated my telephony system, website and SageLine 50 accounts so that I can get a complete picture of my business day-to-day no matter where I am'.

Managing Director Graham Anderson speaking for the company said 'all businesses whether corporate or mid market have similar core business processes, Sales & Marketing - Sales Order Processing – Invoicing – Document & Project Management,' he added that 'too many software implementations fail because too much money goes into the purchase and licensing of software, by supplying license free on demand software we remove this cost and our clients can put their investment where it should be: requirement analysis ; staff training; and systems integration'.

OpenCRM's advice, based on years' of experience, is very clear: Choose a technically sound solution with an open structure (non proprietary database & interface) that will scale and integrate; encourage user uptake – keep IT simple, go for evolution rather than revolution, invest in your people and spend on training; Get rid of as much of the IT headache as you can by having your software systems hosted, managed, updated, secured and backed-up by the professionals.

For information on how to save up to 60% on the costs of your business solution by using license free crm software go to [www.opencrm.co.uk](http://www.opencrm.co.uk) or contact Graham Anderson direct. t.08452 303083 e.[grahama@opencrm.co.uk](mailto:grahama@opencrm.co.uk)

**Contact Details:** Graham Anderson  
Software Add-ons Ltd  
6 Mowbray House  
Richmond  
North Yorkshire  
DL10 4FB

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