

Soffront Improves Customer Relationship Management (CRM) With Quickbooks Integration

For Immediate Release

FREMONT, Calif./EWorldWire/July 19, 2005 --- Soffront Software Inc. (www.soffront.com), the leading provider of enterprise and hosted CRM solutions in the mid-market, today announced that integration is now available between Soffront CRM and Intuit's (www.intuit.com) QuickBooks financial software. This integration offers a higher level of productivity and effectiveness to Soffront CRM users.

This integration features seamless integration between Intuit's QuickBooks and Soffront CRM. It improves the lead-to-cash process and significantly reduces paperwork and processing delays. It provides critical information about a customer's credit history, invoices and payment information to the Soffront CRM users, increasing the effectiveness of their efforts.

The two-way integration between Intuit QuickBooks and Soffront CRM preserves the investment in your accounting system while extending critical back office application functions into the front office to eliminate duplicate work and to increase visibility.

"Integration with accounting systems is an important part of our integrated CRM strategy," said Manu Das, president and founder of Soffront. "This integration will increase productivity and effectiveness by eliminating duplicate work and by providing access to customer credit history, invoice and payment information."

This two-way integration ensures data integrity, delivery and security. It enables the user to add customers to QuickBooks automatically when the first order is processed in Soffront - eliminating the need for duplicate entry. This link also brings invoice and payment details from QuickBooks to Soffront CRM.

Soffront's integrated CRM system can now manage the sales process from the new lead through the order entry, invoicing and payment processes. This enables better customer management and retention, improved productivity and better sales, marketing and customer intelligence.

About Soffront

Soffront Software Inc. has experience, technology and focus for mid-market companies seeking CRM solutions. A pioneer of CRM since 1992, Soffront offers end-to-end, fully integrated CRM solutions spanning marketing and sales force automation, quotation, order and inventory management, customer service and help desk functions of one's organization. With more than 500 CRM customers worldwide, Soffront's installed base includes Fortune 500 companies, mid-sized businesses and federal, state and local governments. Soffront is privately held, debt-free and profitable.

HTML: <http://www.eworldwire.com/pressreleases/12324>

MOBILE: <http://e4mobile.com/pressreleases/12324>

PDF: <http://www.eworldwire.com/pdf/12324.pdf>

ONLINE NEWSROOM: <http://www.eworldwire.com/newsroom/307075.htm>

LOGO: <http://www.eworldwire.com/newsroom/307075.htm>

CONTACT:

Manu Das
Fremont, California 94539
510-413-9000 510-413-9000
manu@soffront.com

KEYWORDS: Customer Relationship Management, CRM Software, Help Desk Software, Soffront, QuickBooks Integration, Sales Force, Automation, Marketing Automation Software

SOURCE: Soffront Software, Inc.

Los Angeles
+1 213-596-0850

Chicago
+1 312-224-4653

New York
+1 973-252-6800

London
44-20-7078-7269

*Communicate News**
+1 888-546-NEWS (6397)

EWORLDWIRE®
