

Religare Enterprises Uses Soffront CRM to Efficiently Maintain Master Data

Soffront(R) Software Inc. (<http://www.soffront.com>) the leader of mid-market CRM software, today announced that Religare Enterprises Limited is using Soffront CRM to capture and maintain master data for their entire organization.

For Immediate Release

FREMONT, Calif./EWORLDWIRE/Dec. 4, 2008 --- Soffront Software Inc. ('<http://www.soffront.com>'), the leader of mid-market CRM software, today announced that Religare Enterprises Limited is using Soffront CRM to capture and maintain master data for their entire organization. Religare Enterprises Limited ('<http://www.religare.in>') is one of the leading integrated financial services groups of India serving a diverse base of clients in retail, institutional and wealth spectrums.

"Because we provide multiple types of financial services from many different locations, duplicate and inconsistent data was becoming a challenge," stated Gaurav Kohli, AVP Enterprise Solutions at Religare. "We needed a single database that was also flexible, adaptable, easy to use, and accessible to all employees."

Religare selected Soffront CRM because of its flexibility, Web availability, and powerful system controls. As a growing enterprise, Religare needed a flexible and adaptable system that allowed it to manage the dynamic nature of its data. Directly out of the box, Soffront gives a Web-based tool that is quick and easy to set up and deploy.

The audit features of Soffront are a real boon as any change can always be tracked. Soffront provides a clear picture of the past, thereby leading to a clearer vision of the future. With Soffront, Religare is confident in the accuracy and consistency of the organizational master data.

Soffront CRM also allows Religare to quickly build screens, workflow, reports or business rules. The software is so easy to use that coding skills are not needed. Soffront is a powerful tool for building effective solutions in a reduced timeframe.

About Soffront

Soffront Software Inc. has the experience, technology and focus for mid-market companies seeking CRM solutions. A CRM pioneer since 1992, Soffront spans the enterprise with integrated CRM - sales, marketing, customer service, knowledge base, help desk, project management, defect tracking and more. Soffront CRM is flexible, powerful, and affordable. It is designed to readily adapt to a company's processes, workflows and users.

With on-demand, on-site, or host-to-purchase options, floating or named seats, Soffront is the perfect choice for mid-size companies. Soffront's installed base includes Fortune 500 companies, mid-sized businesses, federal, state, and local governments. Soffront is privately held, debt-free, and profitable. Learn more at '<http://www.Soffront.com>'.

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