

# Press Release

## **Achiever strengthens relationship with GroupWise user community with presentation at GroupWare UK User Conference**

Achiever Software is demonstrating version 7 of its enterprise solution at the GroupWare UK user group on December 8<sup>th</sup> 2004.


Achiever CRM offers GroupWise customers a flexible, functionally rich CRM (Customer Relationship Management) system complete with seamless integration into Novell GroupWise email and calendar. Driven by business processes and supporting business and consumer data, Achiever enables organisations to manage all business procedures from initial marketing through to customer service, support and account management.

Seamless integration with Novell GroupWise email enables Achiever CRM to send out automated alerts, notifications and meeting confirmations. Furthermore, it increases the available new business campaign mediums to include email marketing and automated web enquiry management.

“Integrating with Novell GroupWise email improves both internal and external communication. Achiever can automatically generate alerts and notifications via email. This enables organisations to take a far more proactive approach to customer service and ensures prompt follow-ups,” explains Lisa Chick, Sales Director of Achiever Software.

Achiever’s integrates with other industry standard applications, including telephony, accounts and postal address systems, to create a holistic view of each client and business relationship.





**Achiever strengthens relationship with GroupWise user community with presentation at GroupWare UK User Conference cont /2**

“Achiever Enterprise is a very flexible, sophisticated solution that is designed to be owned and managed by the customer. With its inbuilt business process management and seamless integration with Novell GroupWise email and calendar, it offers GroupWise users a complete business solution”, states Tony Haines, Chairman GroupWare User Group.

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**About Achiever**

Achiever Software is the UK-based manufacturer of Achiever CRM. The company has a large install base in a variety of industries and has a portfolio of products designed to meet CRM requirements from entry-level to complex business solutions. Customers include VisitBritain, Londis and Sector Group.

[www.achiever.co.uk](http://www.achiever.co.uk)

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