

Press Release

Bentley Reid trusts Achiever CRM to assist with Global Rollout

After an exhaustive pre-sale analysis, Bentley Reid focused on a solution which would enable their business transition plan, and to accommodate multiple locations worldwide. Achiever Enterprise was selected, and is due for implementation by January 2005. Managing data inputs from multiple locations, clear visibility of information at all levels of the business, and integration to a range of applications including Sage was key to Achiever winning the deal.

Issued 3rd August 2004

For further information please contact Sandie Shokar on sandie.shokar@achiever.co.uk or 0121 456 7205.

About Achiever Software

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 The British Tourist Authority, T-Mobile, ITNet and Sector Group.

About Bentley Reid

Bentley Reid companies are wholly owned subsidiaries of Bentley Reid & Co Ltd, the international personal financial services group.

The Bentley Reid Group of companies offers a total wealth management service including Trusteeship, tax advice, asset structuring, investment management and property services.

The Group has offices in London, Malta, and Hong Kong.

