



## Press Release: Forsyth Partners

### **Fund research and investment management services provider, Forsyth Partners Limited, implements Achiever CRM to improve internal and external communication**

Fund research and investment management services provider Forsyth Partners Limited (Forsyth) has appointed Achiever CRM as a part of a comprehensive review of its CRM system.

The selection process has been driven by a project team comprising of members of Forsyth's marketing and IT departments. After an extensive selection process, including site visits to suppliers' existing customers, Achiever CRM was selected due to its flexible customisation tools and ability to manage sophisticated business processes. Achiever has enabled Forsyth Partners Limited to create a tailored solution whilst allowing them to maintain system ownership and implement evolving processes into the solution. In addition, Achiever supported Oracle, thus allowing Forsyth Partners Limited to continue to use its database engine of choice and existing systems architecture.

Dennis Clegg, Marketing Director at Forsyth, comments

“ We were looking for a CRM system that was robust and flexible and which would allow us to work and update from remote locations internationally. Achiever answered that brief exactly.”

Forsyth Partners Limited were also impressed by Achiever Software's approach “We have a very strong working relationship with Achiever” explains Dennis Clegg, Marketing Director, Forsyth Partners Limited. “Achiever has approached the CRM project as a long-term relationship and unlike the other CRM suppliers, they came in listening. They want to understand our business to deliver a solution that meets our needs.”

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(220 words)

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## The Company

Achiever Software is an established, award-winning developer of Customer Relationship Management (CRM) software. Founded in Birmingham, UK, in 1992, the company has been in the Deloitte & Touche Technology Fast 50 five years running and made The Sunday Times ARM Tech Track 100 in 2002. This year the company was also nominated for the Call Centre Awards for its technologies. The company's products protect and develop customers' most valuable asset - information about their customers and market

## The Product

The scalable solution Achiever is the only CRM package to integrate with all leading accounting packages and legacy systems, to encompass sales, marketing and support without extension, includes an easy-to-use workflow functions and offers openness, flexibility and scalability to provide exceptionally fast ROI.

## Client Portfolio

Achiever Software has developed the AIM methodology for fast implementation of its software, and places emphasis on customer satisfaction, with a high ratio of service and support staff. Achiever Software's consultants are widely experienced and highly qualified, each having been involved with many implementations of the software, The company has won an enviable list of over 100 corporate customers, including AEA Technology, Forsyth Partners, Bentley Reid, West Nottinghamshire College, VisitBritain, Dominos, Londis, National Britannia, P&O, Rugby Cement (Cemex), Siemens, and T-Mobile.

## About Forsyth Partners

Forsyth Partners is a global asset management and fund research group with offices in the UK, Jersey, Cape Town, Hong Kong, Zurich, Seoul and Dubai.

Clients extend to over 600 companies in over 55 countries.

Forsyth's range of international offshore hedge, equity and bond funds are all managed on a fund of funds basis.



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