

# Press Release

## **Achiever exhibits version 7 of its enterprise CRM solution at the CRM 2004 event in Olympia**

UK-based software developer, Achiever Software, unveiled the latest release of its enterprise client/server solution, Achiever CRM version 7, at October's CRM 2004 event.

Built on the existing robust, relational database, Achiever CRM version 7 offers organisations the first complete process-driven CRM system. Using a combination of user and data driven processes, Achiever CRM version 7, allows customers to create an intuitive business solution that helps streamline and focus business effort. In addition, the implementation of standard business procedures enables organisations to improve data integrity and ensure consistency across the customer experience.

Furthermore, Achiever CRM version 7 facilitates user-acceptance of the solution by guiding users through each step in a process and ensuring each user only has access to the functionality required to perform their daily tasks. Its user-friendly customisation tools empower organisations to implement changes to procedures leading to increased system ownership.

Lisa Chick, Sales Director of Achiever Software, explains, "Based on the flexibility and functionality inherent in the Achiever product, customers have always been able to customise the solution to suit their business requirements. Achiever CRM version 7 offers customers increased control allowing them to use a packaged solution to create a customised application moulded on their business processes."





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Issued 26<sup>th</sup> November 2004

### **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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