



News Release

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Castle CRM Delivers Business Analytics with Visual Analyzer for Sage SalesLogix Users

New York, NY - Castle CRM (<http://www.acastle.com>), located at 44 Wall Street in New York City, delivers business analytics via Interactive and Customizable Dashboards with SalesLogix Visual Analyzer for Sage SalesLogix CRM users. Castle CRM provides business intelligence through customized dashboards that help their clients gain insight into their customer data which helps guide them in making their business decisions.

Visual Analyzer features interactive and customizable dashboards including key performance indicator (KPI), forecasting, opportunity management, and marketing dashboards, among others, to help users quickly and securely access and interpret data managed within their Sage SalesLogix systems, and make accurate and reliable business decisions. Visual Analyzer collects customer and account information from data sources to provide a consistent, single point of analysis for employees of all roles; from executives and sales directors, through customer-facing employees. Users can customize business rules and alerts to monitor changes or trends in business activities, as well as measure individual, team and product or service performance against specified KPIs.

"We're continually evolving to deliver CRM Business Solutions for our customers," explained Tony Castle, CEO, Castle CRM. "Integrating SalesLogix Visual Analyzer with SalesLogix CRM provides our customers with a single-screen view of business analytics, and information to assist in decision making."

About Castle CRM

Castle CRM (<http://www.acastle.com>), located at 44 Wall Street in New York City, is a leader in consulting services for companies seeking new business strategy in order to improve the way they operate by delivering leading edge business solutions to their clients. They bring business experience and new ideas to their customers, and deliver inventive solutions that enhance their clients' competitive edge. Castle CRM is a SalesLogix Premier Business Partner providing CRM solutions for over 20 years. For more information on Castle CRM contact information@acastle.com

For more information, reporters may contact:

Nancy Radomski (866) 330-6470 (voice and FAX)
nradomski@acastle.com



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