

Mobitor Releases new streamlined, web-based CRM system called *mbmCRM*

Mobitor announced the release of *mbmCRM*, a streamlined, web-based CRM system that complements and augments Mobitor's flagship product Mobile Business Manager™ (MBM). The new *mbmCRM* system was pre-released to a select group of Mobitor's Customers for final testing. The system is now available for general release.

One of the primary applications of the MBM platform is to extend systems like Siebel and Salesforce.com out to the mobile work force. Essentially, MBM can be deployed as a mobile CRM (mCRM) solution. James Hockett, VP Applications, explains, "When we were developing MBM, we realized that there was a problem getting mobile workers to use SFA/CRM systems and that created problems for companies that had just invested large amounts of money deploying these systems. Namely, information from their Sales people, the most critical touch points with their Customers, was not being entered into the SFA/CRM System. Our MBM system solved exactly that."

Mr. Hockett continues, "What we did not realize was how many companies had not yet deployed SFA/CRM systems. Thus, the deployment of our mobile CRM solution often had to wait for companies to evaluate and then deploy a traditional SFA/CRM system. Now, with the release of our *mbmCRM* solution, we can solve both problems at once."

In addition, MBMXForms can be made very specific to job functions so that each person only "sees" what is necessary for their job. Thus, users are unencumbered from functions related to other and very different business requirements.

To learn more about Mobitor's *mbmCRM* web-based solution please complete the form below and one of our representatives will contact you to schedule a real-time Web Demonstration.