



Media Information for Immediate Release
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Caltech CRM Achieves Microsoft Silver Competency for Microsoft Dynamics CRM

Caltech CRM a UK leading supplier and implementer of Customer Relationship Management (CRM) software, has officially achieved Silver competency in CRM through the Microsoft Partner Network. This competency further demonstrates Caltech CRM's ability to meet Microsoft customers' evolving needs in CRM.

To earn a Microsoft Silver competency in CRM, partners must complete a set of tests to prove their level of technology expertise, including customer references relating to CRM implementation and support, and employ or contract a required number of Microsoft Certified Professionals who are skilled on current technology relevant for the CRM competency.

Phil Callaghan managing director of Yorkshire based Caltech CRM said, "This Silver competency sets apart our expertise in CRM specifically. We hope to continue to accelerate our customers' successes as a leading CRM organisation".

The Microsoft Silver competency in CRM showcases partners' success within a specific technology, unlike the former certification programme which dealt with general technology accreditation, this Silver competency focuses on Caltech CRM's core business and expertise in CRM technology specifically.

With the Microsoft CRM Silver competency, Caltech CRM has demonstrated its specialised skill and expertise in deploying solutions with Microsoft Dynamics CRM.

Notes to Editors:

Caltech is one of the UK's leading suppliers and implementers of Customer Relationship Management (CRM) software. It works with clients to manage their customer contact strategies, operational processes and daily business functions in order to maintain audience loyalty, increase awareness and ultimately drive sales. This is achieved by recommending, implementing and developing the very latest database technology including; Microsoft Dynamics CRM and GoldMine. Integration is at the heart of CRM so Caltech only implements systems that work hand in hand with a client's existing software from accountants systems to telephony packages ensuring optimum benefits and results every time.

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