

## About CRM manager

CRM manager is a leading Software-as-a-Service (SaaS) implementation and integration firm, specializing in salesforce.com and Google Enterprise solutions. As a full-service consulting partner, CRM manager enables nonprofit organizations to realize value through a disciplined approach, innovative on-demand technology and strong business expertise.

Our business model offers complete business process consultancy and SaaS expertise in application configuration, data migration, analytics, integration, Force.com development, education and on-going consulting services. Our proficiency in these areas results in rapid deployments, increased user adoption and greater competitive edge for our clients.

CRM manager has quickly adopted the core values and beliefs of its partnering foundations that assist organizations focused on social change. Leveraging our unique skills and experience in the implementation and customization applications for nonprofit organizations, CRM manager offers numerous incentives for organizations operating with a 501(c)(3) nonprofit status.

## AppExchange Enablement Services

CRM manager offers complete end-to-end AppExchange Enablement Services to help you turn your idea or existing product into an application for salesforce.com's AppExchange. Join hundreds of successful ISVs who have built their businesses by leveraging the Force.com platform and the AppExchange distribution channel. Our team will lead you through the planning, building, and publishing steps of the process. We have the experience to steer you through the guidelines, restrictions, and deadlines you will face during the certification process. Additionally, we can assist with your go-to-market strategy by recommending AppExchange best practices to jumpstart your channel success.

CRM manager's AppExchange Enablement Process includes the following:

### Conceptualization

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**"We talked about offering a CRM tool for admissions years ago. We weren't going to go there until salesforce.com moved to a platform from simply an application. Now, with the help of CRM manager, we've got the most flexible platform to build whatever admissions offices need. We're changing the shape of college admissions and driving our competition crazy!"**

—Brian William Niles  
CEO/Founder  
Targetx

**"I knew the Force.com platform was capable of making our application more productive and usable. What I did not know was that CRM manager would be able to incorporate my input into the design process and deploy a customized solution that offers tracking and managing capabilities that I never dreamed possible!"**

—Brian Carlsen  
Director of Marketing  
Medical Imaging Resources



## Development – continued

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## Deployment

Once the application is fully developed and sufficiently tested, we move into the deployment phase. In this phase, we work with your team to develop a packaging strategy and complete the publisher certification process. Additionally, we work with you to develop a pricing, billing, and provisioning strategy for your new application.

CRM manager also provides customized training via classroom settings or webinars, as well as an ongoing consulting plan for future enhancements and product support.

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