

Soffront releases Soffront CRM Version 8.7

New Version of Popular, Award-winning Mid-market CRM Solution Improves Productivity, Automation, Security, and Integration

For Immediate Release

FREMONT, Calif./EWORLDWIRE/June 10, 2008 --- Soffront® Software Inc. (<http://www.soffront.com>), a leading provider of CRM software, today announced the release of Soffront CRM version 8.7. The latest release adds considerable enhancements to the already robust capabilities of the software - features that improve productivity, increase automation, and advance security and integration.

Improve Productivity

Soffront's latest version introduces numerous features that help users increase productivity and efficiency. Calendar enhancements include support for time zones, the ability for users to create group activities and invite participants, the potential to accept or decline an email invitation, and the capability to display calendar items with increased personalization. New Google map integration helps users quickly locate a customer site in the familiar map interface. Soffront's best-in-class campaign management module now provides a more streamlined workflow and allows users more choices to create e-mail campaign messages and analytics. Powerful import tools and improved portal customization allow users and their customers to save time and money.

Increase Automation

Soffront lives up to its reputation as the most flexible CRM application available by providing a more powerful but easy-to-use automation rule engine that gives the administrator complete control over CRM automation. The administrator can create rules to streamline the entire sales, marketing and customer service operation. Soffront 8.7 also saves time and increases profitability by allowing the user to set up and automate recurring opportunities and activities in daily, weekly, monthly, and yearly patterns.

A new report scheduler allows administrator to automatically schedule reports to be generated and e-mailed to desired recipients. Reports can be sent as an attachment, a downloadable link, or a web link, offering more flexibility.

Advance Security and Integration

Soffront 8.7 provides even greater security with many advanced security features. The administrator can setup a password expiry time for users, forcing them to reset their password when they log in. Integration with other tools such as Intuit QuickBooks and Microsoft Outlook are improved and made fail-safe. This release also includes seamless support for the Outlook 2007.

"Year after year, we continue to be the mid-market CRM leader because we work closely with our customers to provide a product that exceeds their expectations," said Manu Das, president and founder of Soffront. "Soffront version 8.7 demonstrates our commitment to constantly update and improve our product to meet the increasing and ever-changing needs of our customers."

About Soffront

Soffront Software Inc. has experience, technology and focus for mid market companies seeking CRM solutions. A CRM pioneer since 1992, Soffront offers end-to-end, fully integrated CRM solutions spanning sales, marketing, customer service and employee help desk. With on-demand, on-site, or host-to-purchase options, floating or named seats, Soffront is the perfect choice for small and medium size companies. Soffront's installed base also includes many Fortune 500 companies, federal, state, and local governments. Soffront is privately held, debt-free, and profitable.

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KEYWORDS: Sales Software, Sales Force Automation, Sales Automation Software, Marketing Automation Software, Knowledge Base Software, Knowledge Management Software, Helpdesk Software, CRM Solution, CRM Software, Defect Tracking Software, Bug Tracking Software, Asset

SOURCE: Soffront Software, Inc.