PRESS RELEASE

CRM Product of the Year 2018

webCRM has been named CRM Product of the Year for the second year in a row at the 2018 Network Computing Awards, thanks to webCRM's UK and International customers who took part in a largescale vote.

"Winning this award for the second year consecutively is, we believe, a reflection of the commitment webCRM has of helping customers get long-term benefits whilst evolving their CRM system. CRM is not a one-off installation and has to continually evolve and grow with the client," comments James Bogue, Director at webCRM (UK).

The awards are now in their 12th year, and recognise excellence in key networking and communications, data centre and software categories that form an effective IT infrastructure.

webCRM's award success was announced late on Thursday evening at the annual Network Computing Awards dinner and ceremony at the Radisson Blu Edwardian hotel in London, in front of a large audience containing many of the industry's leading lights. Winners included some of the biggest names in IT, with successes for Dell, Citrix and Allied Telesis.

There were 60 CRM providers nominated by end-users of which webCRM was one. From there, only the eight vendors with the highest nominations went through to a final reader vote.

"We were surprised to win last year, and are even more delighted to win again this year," said James Bogue." webCRM is positioned as a sophisticated CRM system that is relatively quick to implement that users can be trained on and start using very quickly. This is backed up with practical advice and the best support we can give. The fact that our customers turned out a second time to vote for us makes us very proud and we will continue to do what we can to improve and keep helping our supporters."

webCRM received the largest number of votes of the eight finalists to be named Network Computing's CRM Product of the Year 2018.

Søren Steen Rasmussen CEO webCRM said "Naturally we are very pleased to have won this prestigious award again. We feel that this is a result of a real commitment of our teams across Europe to build deep relationships with our clients. Based on their CRM expertise and experience they help our customers grow their business and develop with their webCRM system year on year."