

## Pivotal CRM named as one of the Top 15 CRM packages in Enterprise category

The Top 15 are divided into two categories—1) Enterprise, and 2) Small & Medium Business (SMB) —to reflect the changes in, and growth of, the CRM marketplace.

Pivotal CRM 6.0 was chosen after intensive testing by the ISM Software Lab at its Bethesda, Md.-based headquarters. Each package was rated according to 217 selection criteria, including 103 business functions, 52 technical features, 36 implementation capabilities, 9 real time criteria and 17 user-support features.

'The winners of the 2008 Top 15 continue to raise the bar for the CRM community with significant advancements in both functionality and connectivity,' said Barton Goldenberg, president, ISM. 'Mobile access, as well as Web 2.0, are of increased importance to sales and marketing professionals and their always-on, always-connected Digital Clients.'

'CDC Software is to be praised for obtaining the Top 15 honor as ISM's software selection process is strenuous and comprehensive,' added Goldenberg. 'CDC Software is a leader in the CRM industry.'

The Top 15 selections are featured in ISM's 16th edition of The Guide to CRM Automation and in a Top 15 CD available at ([www.ismguide.com](http://www.ismguide.com)).

According to Eric Musser, president and CEO of CDC Software, 'We are honored to appear on ISM's listing of top CRM providers for the 12th consecutive year. Pivotal CRM 6.0 is built on a highly flexible, Microsoft.net-based architecture, with a rich set of CRM capabilities that support best-in-class mobile sales functionality and multi-language, global sales and marketing campaigns. This award not only validates our commitment to ongoing product innovation, but also our continuing commitment to providing increasing value in support of our customer's success.'

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