Media Release

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Attention: News Editors/Technology Writers

Prime Time with PrimeKey CRM

If you're a sole operator or part of a big organization, managing time, task and project headaches are now over with the arrival of the revolutionary customer relationship management – PrimeKey CRM.

Introducing the free unlimited user version of the product at the Cebit exhibition in Sydney today, developer Erron Criddle believes the PrimeKey CRM product goes where some of the big developers have fallen short. The free version will work with your existing e-mail and document management solutions.

"I realise I'm taking on the big fish in the market and some may even be upset with the free unlimited version, but PrimeKey CRM is a customer relationship management package that goes so much further than the rest," said Mr Criddle.

"It takes time, task and project priorities and orders them for the user automatically," he said.

PrimeKey CRM is not another contact manager! Most contact managers give you a calendar, a task list, an alarm bell and a Company/Contact viewer and then leave it up to you to learn the art of time management and juggle everything by yourself.

PrimeKey CRM actually integrates everything you do and provides you with simple options like "make appointment", "set reminder" and "delegate", amongst others.

Most CRM programs provide time management utilising a calendar and task management utilizing the high, medium or low priority options. But with surprising ease, PrimeKey CRM eliminates the often "clunky" forms found in CRM programs and rolls them into one simple graphical user interface (GUI).

"PrimeKey CRM is easy to use, packed full of features to save you time and money and if you don't see a return on investment in 90 days, we'll give your money back," said an excited Mr Criddle.

PrimeKey CRM is already in use with small business enterprises in Western Australia and the IT minnow is now set to expand into the wider Australian market and overseas.

"Today we're introducing the free unlimited user version to the market now ahead of the release of version 6.0 in the next few months, which will include very easy-to-use business process management functions," Mr Criddle confirmed.

Multi-user CRM packages currently on the market range in price from $1000 to $1500 per licence and version 6.0 will be up to 40% cheaper.

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