



## **Arke Systems Announces New Microsoft Dynamics CRM Services**

ATLANTA, June 16, 2008 - Arke Systems, an Atlanta-based technology consulting firm, has announced a new customizable packaged service offering for Microsoft Dynamic's CRM Online. Microsoft Dynamics CRM is a full Customer Relationship Management suite with marketing, sales, and service capabilities, helping businesses of all sizes to find, win, and grow profitable customer relationships. Working with familiar Microsoft products to streamline processes across an entire business and delivered through a network of channel partners providing specialized services, Microsoft Dynamics CRM is fast, familiar, and flexible.

"To compete in today's information-driven world, you need a solid understanding of your customers and the ability to react quickly to new customer demands and market opportunities. Microsoft Dynamics CRM is designed to help employees build closer relationships with customers to achieve new levels of productivity and profitability," explains Chris Spears, Principal, Arke Systems.

Arke Systems has created a package, CRM Now, which gives businesses the training and configuration needed to revolutionize the way they do business. "Businesses need to know exactly what they're getting for exactly how much money. Arke System's CRM Now package gives business owners a fantastic solution at a low fixed cost," says Ron Steiger, President and CEO of EntrePartners.

CRM Now ties into the CRM Online solution offered by Microsoft and includes two half-day training sessions, CRM Online customized to fit specific business needs, ongoing support, and installation and configuration on user PCs. The CRM Now package starts at \$2,500 and can be further customized to fit a business' specific needs.

### **About Arke Systems**

Founded in 2005, Arke Systems is a boutique technology-consulting firm assisting businesses in the Atlanta area who realize information technology is a catalyst to their long-term success. Recognized as a Microsoft Certified Partner, Arke Systems is one of the leading technology-consulting firms in the Atlanta area working with businesses and partnering with Atlanta's leading marketing companies to provide innovative and flexible solutions. Maintaining a 96% client retention rate over the last three years and staffed by a majority of Georgia Tech graduates, Arke Systems is committed to maintaining and exceeding the highest standards.

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