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SyncSite and SalesLogix Deliver Non-Stop Service to ADTRAV Travel Management

Sage SalesLogix Business Partner, SyncSite, Provides an Integrated Customer Relationship Management (CRM) Solution for Travel Management Leader, ADTRAV.

Birmingham, AL— January 19, 2010—SyncSite announced that it has completed a highly successful implementation of Sage SalesLogix for ADTRAV Travel Management (www.adtrav.com). ADTRAV delivers sophisticated travel management tools and services to its corporate, governmental, and individual clients.

The company has several internally developed applications to store client profiles, hold reservation information, and to track unused tickets and frequent flyer information. Each of these applications operated independently and client information was spread across three or more systems.

“We embrace technology as a way to boost our service and make the organization more efficient,” said Roger Hale, president of ADTRAV. “We had invested in numerous technology tools, but we didn’t have a way to tie them all together.”

ADTRAV turned to SyncSite, its long-time business partner, for ideas. Working closely with the IT staff at ADTRAV Travel Management, SyncSite designed and developed an integration plan with Sage SalesLogix as the primary database. The flexible SQL database structure and powerful development tools of Sage SalesLogix make it an ideal platform for this kind of integrated solution. Now the company’s various applications all integrate with Sage SalesLogix, drawing data from it, and writing updated information to it.

As a result, ADTRAV is able to offer its clients a better experience, and has newly available corporate metrics to track and monitor its own performance.

Hale praised SyncSite for taking their ideas and applications and building an integrated solution around them. “Sage SalesLogix is the foundation for all of our other applications – it is the engine that drives them. And while technology is an integral part of our business, relationships are still at its core. SyncSite has helped us use technology not only to build efficiency, but also to deliver an exceptional experience to our clients. That’s the real value of this technology.”

About SyncSite

SyncSite is a premier provider of customer relationship management (CRM) and business management solutions to middle-market companies. By combining world-class products, technical expertise, practical business experience, and a proven deployment method, SyncSite successfully enables companies in a wide variety of industries to increase sales, maximize efficiencies, improve customer service, and capitalize on opportunities. Headquartered in Birmingham, Alabama with regional offices in Georgia and Florida, SyncSite serves clients across the United States and Canada. To learn more, visit www.syncsite.net or call (888) 719-6979.

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