

## Infor Selects Syncsite as 2018 Infor CRM Partner of the Year

**Syncsite is a leading distributor of Infor CRM customer relationship management software.**

St. Petersburg, FL – October 1, 2018 – Syncsite, a premier provider of Infor CRM customer relationship management software, announced they were awarded CRM Partner of the Year Award by Infor at the Inforum conference in Washington, D.C.

Nicholas Kyriazis, Partner at Syncsite said, *"I am so humbled to accept this award on behalf of all of our customers and employees. "They are the reason we've earned this award and they are the reason we work so hard to fulfill their needs. "Our customers have a very high bar for what they feel is a great customer experience. "We consistently strive to meet and exceed that with every custom CRM solution that we deliver. "Every time we complete another integration and launch of a solution, we hear about how it's transformed that organization. "That further validates the reason why Syncsite is in business."*

The timing of this award bodes well for both organizations as Infor and Syncsite are experiencing growth. Infor has over 75,000 customers and has been recognized as a Leader in Nucleus Research's latest Technology Value Matrix for Customer Relationship Management (CRM). Nucleus Research placed vendors in the Leader category by looking at advances in usability and functionality in three core pillars of CRM: sales, marketing and customer service.

"This Leader placement validates our strategy of delivering exceptional user experience along with industry-specific functionality that unifies supply chain processes with the demand chain. The future of CRM is not generic," said Grant Halloran, global vice president and general manager, Infor Marketing and CRM. "For example; CRM in Manufacturing is very different to CRM in Healthcare and different again for Hospitality." This is what makes Syncsite's role so vital in providing that form fitting solution to each and every customer specific to their industry.

Syncsite's unique position as top custom CRM provider and ERP integrator, in tandem with Infor's award winning CRM solution, means that the partnership has the potential for capturing growth across the entire mid-market segment which is Syncsite's primary market focus for 2018 and beyond.

### About Syncsite

Syncsite is a leading gold status provider of [Customer Relationship Management \(CRM\)](#), [Business Intelligence \(BI\)](#), [Field Service Management \(FSM\)](#) and [Marketing Automation \(MA\)](#) solutions. Our products and services allow companies to target opportunities that drive business, improve efficiencies, and positively impact the bottom line. Combining a high level of technical expertise, superior product knowledge, practical business experience, and proven deployment methods, Syncsite successfully enables companies in a variety of industries to manage their client data and leverage this information to enhance profitability and strengthen customer relationships. Learn more at <http://www.syncsite.net> or by calling (727) 216-8062.

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