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## **EOS International Implementing Microsoft Dynamics CRM to Deliver Greater Efficiencies**

*(Carlsbad, CA – August 8, 2011)* EOS International, a leader in cloud computing library automation, announced that they have selected Microsoft Dynamics CRM, a market-leading customer relationship management system. EOS plans to make the transition to Dynamics in the 4<sup>th</sup> quarter of 2011.

Microsoft Dynamics CRM is designed to optimize sales and marketing efforts, while taking advantage of a highly intuitive interface and embedded Microsoft Office capabilities. Dynamics empowers sales by providing real-time access to customer data from any web-enabled device thereby ensuring rapid response to customer requests when out of the office. It will improve productivity with personal, team, and organizational workflows and will define and enforce consistent sales processes enterprise wide.

Dynamics CRM marketing solution is flexible and easy to use. EOS will be able to market more effectively, improve productivity, and gain actionable insight into our marketing efforts. For client services, Dynamics will facilitate faster case response time using guided business processes to deliver fast and precise service. It will manage cases across individual and team queues that are user friendly and configurable.

*“Microsoft Dynamics CRM will help the sales, marketing, and client services departments at EOS be more productive. It will provide us with a 360-degree view of marketing campaigns, sales opportunities, and client interaction, while maintaining interoperability with Microsoft Outlook.”*, states Sal Provenza, Vice President of Global Sales and Marketing.

### **About EOS International**

EOS International is a world-class library information and knowledge management software and services provider, with an impressive client base of libraries worldwide. EOS is a client-driven company that has earned top customer satisfaction awards and a nomination for the prestigious Computerworld Smithsonian award. EOS software and services include EOS.Web<sup>®</sup> Express, EOS.Web<sup>®</sup> Enterprise, EOS.Web Academic<sup>™</sup>, EOS.Web Legal, EOS.Web Medical, EOS.Web Digital<sup>™</sup>, EOS e-Library Service<sup>®</sup>) and online content that serve the stringent knowledge and content management needs of corporate, legal, medical, government, academic, digital, and special libraries. EOS International can be found online at [www.eosintl.com](http://www.eosintl.com).