

Press Release

Contact: John Mapel
Phone: (508) 644-1553
Ext# 301

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**WWW.CNPINTEGRATIONS.COM EXPANDS CUSTOMER RELATIONSHIP AND
BUSINESS MANAGEMENT (CRBM) SYSTEM SERVICES
FOR SMALL AND MEDIUM-SIZED BUSINESSES**

Boston, MA - CNP Integrations, in partnership with The Long Reach Corporation, has announced the latest release of its high powered business software suite **info@hand 5.2**. The newest generation of the firm's flagship product puts the company squarely into the arena with any of the world's leading solution providers for CRM (Customer Relationship Management), and now CRBM (Customer Relationship & Business Management).

CRBM is the inevitable and powerful evolution of CRM and the new Web 2.0 leveraging the social networking revolution. CRBM integrates any company's front and back office functions and extends it right into the customer's daily operations. The recent release of **info@hand 5.2** provides CNP unparalleled tools

to streamline its customers' business model and maximize their marketing potential.

The application is one of the first to blend first class CRM features with extended business management capabilities for Order, Project & Resource tracking, Customer Service, Human Resources and mobile accessibility. **info@hand 5.2** differs from conventional CRM products in that it offers key features that enable small and medium businesses to capitalize on their ability to be nimble - and outmaneuver larger companies.

This is the same approach CNP founder Chris Nielsen covets for his own company, an avid user of the Long Reach Corp product. As a smaller firm in an ocean of powerhouse software solution providers, CNP delivers comparable services and solutions faster, with greater economy. Nielsen credits the **info@hand** product itself for much of CNP's international growth.

The platform eliminates common small-business bottlenecks in finance and administrative areas. For example, it allows customer-facing personnel to create quotes or invoices quickly for clients, and then synchronize them later into a familiar accounting system for tracking by administrative staff. It provides for comprehensive project management capabilities such as timesheets, project costing and invoicing; fully integrated customer service management with an automatic assignment mode that pairs cases with the most qualified technicians; and strong international support.

CNP's unique approach focuses on **professional support for open source models**, such as **info@hand 5.2**, providing consulting, development and service in multiple disciplines that are rarely addressed by single solution providers.

As well as specializing in these online solutions, the firm builds and supports robust ecommerce portals and feature-rich social networks that are supported by content management systems (CMS) for ease of maintenance, integrated with customer relationship management. Rounding out the capabilities of the firm is ecommerce and online interactive training, as well as the strategy and support that keeps each solution interacting with other components as well as users.

CNP founder Chris Nielsen, a recipient of many innovation awards for his work with interactive on-line training solutions and collaboration tools, spent several years developing an "open-source" approach to core technologies, citing the economy of scale and flexibility to serve customers' specific needs. Simultaneously, Nielsen discovered that organizational support for these technologies has yet to be developed effectively.

According to Nielsen, "The open source approach has given us faster development cycles, and lets us take advantage of a far greater base of innovation in our industry. Our unique position here is the ability to "connect the dots" and support the

client. Most of all, our approach affords cutting edge technology, and support for it, at a remarkable price point."

CNP's global team of professionals provides diverse focus in all areas of WEB 2.0 Solutions, as well as traditional marketing disciplines and public relations specialties. This mix combines to provide businesses, at all levels, the infrastructures they need to seamlessly manage and grow, independent of physical location or diversity of resources.

ABOUT CNP INTEGRATIONS

"WE EMPOWER YOUR CUSTOMER ENGAGEMENT"

*CNP Integrations is a unique business consulting firm created to empower your small to mid-sized business in areas of current and future **Social Networking, CRM** (Customer Relationship Management) and **CRBM** (Customer Relationship and Business Management) practices. CNP provides software solutions that integrate online business information for both internal and external stakeholders, improving the client's overall customer experience, brand image and project management efficiencies.*

CNP Integrations is a division of Creative Networks Protocol Inc. and is a global partnership with US corporate offices in Massachusetts, and worldwide online.

*Contact us online at www.cnpintegrations.com or by phone:
1.508.644.1553.*

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