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## **Lexnet Consulting Group Delivers Innovative CRM Solution for AbsolutelyNew**

### **Consumer products corporation selects Lexnet and SageCRM to manage complex customer relationships**

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**San Francisco, CA—June 12, 2008**—Lexnet Consulting Group today announced another example of the innovative ways it puts Customer Relationship Management (CRM) software to use, this time for AbsolutelyNew Inc., a consumer product marketing organization that works as a liaison between patent holders and the marketplace—licensing promising products itself or selling the product to an interested manufacturer. Lexnet Consulting Group designed a comprehensive solution based on the award-winning SageCRM product from Sage Software.

The company had been using Goldmine® to hold its contact information. The software was limited, however, in that it could not efficiently track multiple patents for an Inventor or all of the Manufacturers or Retailers that might be interested in a patent being brought to market—information that forms the basis of AbsolutelyNew's business model. Lexnet worked closely with the staff at AbsolutelyNew to tailor SageCRM to accommodate the company's complex business needs.

"Lexnet took the time to understand our business and what we needed," said Glen Walls, operations manager for AbsolutelyNew. "They configured the application to allow us to track and manage Inventors, Companies, Company Contacts, Patents, and Products—and provided us with a complete view of their interrelationships."

"While AbsolutelyNew has a somewhat unique business model, managing complex interrelationships is a common challenge facing many businesses, and it's one we can solve effectively," said Steve Chipman, president of Lexnet Consulting Group. "AbsolutelyNew now has a solution that saves time, prevents frustration, and delivers a volume and quality of information that was impossible with the old software."

Today, ninety individuals across three divisions rely on SageCRM every day to track the 300,000 plus patents, 50,000 companies, and more than 300,000 individuals that the company has relationships with. Staff from each of these three divisions use the Opportunity functionality in SageCRM to track open, won, and lost opportunities. Management has quick access, in the form of graphical reports and on-screen inquiries, to current statistics related to each opportunity in the pipeline.

"Ultimately, our business is about relationships—we now have a solution that supports our model. Lexnet was instrumental in providing the ideal CRM solution for us. They understood our business and designed a solution to match our unique needs," Walls concluded.

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#### **About Lexnet Consulting Group**

Lexnet Consulting Group is a premier provider of CRM business solutions. The company is headquartered in San Francisco, California, with additional offices in Southern California and Atlanta, Georgia. The Lexnet team has completed hundreds of successful CRM implementations for companies across the county—each with a primary focus of delivering maximum value and return on investment. For more information, go to [www.lexnetcg.com](http://www.lexnetcg.com), call (415) 561-3410, or email [info@lexnetcg.com](mailto:info@lexnetcg.com).

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