



12:00PM PST
March 31, 2009

Finally a CRM System that Makes Sense

AbilityCRM Partners with Rave Computer Association and Consona ERP to Provide an Affordable CRM Server Appliance for Small to Medium Sized Businesses

Tempe, AZ. — March 31, 2009 — AbilityCRM, a leading CRM systems provider, based in Tempe, Arizona teams with Rave Computer Associates and Consona ERP to release *myCRM-Appliance*, a CRM Server Appliance to help small to medium sized companies grow.

“Customer Relationship Management (CRM) is front and center for all growing companies. The market conditions mandate a different approach to increasing new business, taking care of your customers, and marketing your products and services”, said James Marzola, President and CEO of AbilityCRM. “We believe companies can experience immediate benefits with this approach because it brings their customer data that matters to them together for less.”

The CRM Appliance gives customers a choice of two name brand leading mid-market CRM systems from either Microsoft Dynamics CRM or Sage SalesLogix CRM with 10-25 users. It also features the recent release of Intel’s new *Nehalem* architecture processor and a price point between \$59.00 and \$89.00 per user, which includes installation, configuration, training and ongoing 24-hour system and network monitoring support.

“AbilityCRM provides our manufacturing customers with the SalesLogix and Microsoft options to meet their advanced CRM needs,” said Frank O’Neill, vice president of product management for Consona ERP. “This new appliance streamlines the implementation process, and could reduce the cost of implementation and support services.”

Options include the *AbilityConnect* integration interface for Consona Made2Manage (M2M) and Intuitive ERP systems and data import / conversion for ACT!, salesforce.com, or GoldMine.

“Having two respected software partners like AbilityCRM and Consona further solidifies Rave’s presence in the ISV appliance market”, said Joe Borowicz, CFO of Rave Computer. “This is a win, win for everyone”.

About AbilityCRM

AbilityCRM started providing Customer Relationship Management (CRM) solutions in 1998 and since then has helped hundreds of companies in many markets throughout the United States improve their business. The real value of AbilityCRM is in its understanding of how to make CRM work within its client companies. AbilityCRM is a Gold Certified Microsoft Partner and an Authorized Sage SalesLogix Partner and were

featured in the March edition of the Phoenix Chamber of Commerce IMPACT Magazine (<http://phoenixchamber.com/Impact%20Magazine/magazine/index.html>).

About Consona Corporation

Consona Corporation (Consona, formerly known as M2M Holdings Inc.) is a worldwide leader in providing customer relationship management (CRM) and enterprise resource planning (ERP) software and services for companies of all sizes. Consona is dedicated to becoming a valued business partner by helping each and every customer continuously improve business processes over time. Toward this mission, Consona invests in the people, processes, technology and tools needed to provide its customers with a unique combination of customer care; product fit; a broad range of consulting, IT and business services; and industry expertise. Consona serves more than 4,500 customers worldwide and across a variety of industries, including manufacturing, distribution, financial services, health care, high tech, and local government. Battery Ventures and Thoma Bravo jointly own Consona. For further information, visit www.consona.com, e-mail info@consona.com, or call (888) 8 CONSONA.

About Rave

Rave Computer Association, Inc., a privately held company based in Sterling Heights, Michigan, provides custom-off-shelf (COTS) computer solutions in a variety of platforms, including ruggedized AMD-, Intel[®]-, and SPARC[®]- based computer systems that utilize Microsoft[®], Sun[®], and Red Hat software suites. Rave Computer also provides storage, backup, mobile, and custom solutions that meet customers' diverse requirements. Rave's unique services enable customers to enjoy tailored levels of customization and support that match their needs. Visit www.rave.com for more information, or call (800) 966-7283.

###

Other product or service names mentioned herein are the trademarks of their respective owners.

For more information, press only:

James Marzola, AbilityCRM, 480-726-5400, jmarzola@abilitycrm.com

For more information about AbilityCRM:

Visit <http://www.abilitycrm.com>

For more information about Rave:

Visit <http://www.rave.com>

For more information about Consona:

Visit <http://www.consona.com>