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Radio Engineering Turns Up Sales Volume with AbilityCRM

Sales Up 20% and Annual Sales Target Hit in 9 Months using Microsoft Dynamics CRM

Scottsdale, AZ. — February 9, 2010 — Riding in a school bus, shuttle van or motor coach is a lot safer and more pleasant, thanks to innovations from Radio Engineering Industries (REI). The Omaha-based company is the leading manufacturer and OEM supplier of audio/visual equipment for the transportation industry, offering everything from surveillance cameras to rugged monitors and stereo systems.

Until last year, its sales department relied on emails and a subjective paper filing system for everything from vendor relations to sales quotes. Then the need for better documentation became obvious. "We made a few staffing changes, and realized how vulnerable we were," says Joe Leggett, vice president of sales. "So we called in AbilityCRM."

AbilityCRM (www.abilitycrm.com) designed and implemented a solution to replace REI's ACT! contact management system with Microsoft Dynamics CRM. The new CRM system integrates with REI's existing Consona ERP Made2Manage manufacturing software by using *AbilityConnect*, AbilityCRM's integration interface. To mirror REI's unique sales pipeline, AbilityCRM scrutinized the company's business operations, and developed customized dashboards and reports. The system now tracks sales activity, automating information on activities, emails, appointments, phone calls, and providing snapshots on every lead as it progresses into an opportunity. "The improvement was like upgrading from a bicycle to a Cadillac Escalade," says Leggett. "Instead of trusting a person's recollection, or searching through notes on a desk or in a filing cabinet, relevant sales information is now at our fingertips."

Leggett has only praise for AbilityCRM as a vendor. "I have lots of questions, and demand attention. But AbilityCRM has never let me down. I talk up AbilityCRM all the time. Knowing that they're there gives me great peace of mind. Without them and their Microsoft Dynamics CRM solution, we would not have experienced the success we have this year."

"Joe and the entire REI team have been a pleasure to work with," says James Marzola, President and CEO of AbilityCRM. "We appreciate what Joe has to say about our team because it gives us great satisfaction as our clients experience the business results we know they can have with a CRM system implemented by AbilityCRM."

AbilityCRM is a Microsoft Dynamics CRM Gold Certified Partner and a Sage SalesLogix CRM Authorized Partner headquartered in Scottsdale, Arizona. 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 to use CRM software to improve their business.

“Microsoft invests heavily in our partners to ensure they have all the latest information and resources at their fingertips to develop the world’s best solutions for our shared customers,” said Michael Park, corporate vice president for U.S. Microsoft Dynamics at Microsoft Corp. “AbilityCRM has demonstrated know-how helping Radio Engineering and its other customers generate business value with Microsoft Dynamics products.”

Microsoft Dynamics is a line of financial, customer relationship and supply chain management software that helps businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

About AbilityCRM

AbilityCRM provides Customer Relationship Management (CRM) and Extended Relationship Management (xRM) systems. They’ve helped hundreds of companies in many markets throughout the United States to improve their business. AbilityCRM recently launched a Cloud based CRM/xRM system (<http://www.alwayson-crm.com>) to serve more businesses with the benefits of a CRM/xRM system.

AbilityCRM has offices in Scottsdale, Arizona and Thousand Oaks, California.

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Visit <http://www.abilitycrm.com> or <http://www.alwayson-crm.com>

For more information about Radio Engineering:

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

For more information about all Microsoft Dynamics products:

Visit <http://www.microsoft.com/dynamics/en/us/default.aspx>