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**Axonom Releases Unified Applications for Microsoft Dynamics CRM**

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***Powertrak Unified Service Manager and Unified Channel Manager improves productivity, cuts costs and helps connect employees, partners, and customers with necessary information and expertise in real-time.***

**Minneapolis, MN— April 20, 2010** Axonom, a leading provider of industry-specific CRM and PRM extensions for Microsoft Dynamics CRM, today announces its [Powertrak Unified Applications](http://www.axonom.com/unified_apps/unified_overview.html) release. Powertrak’s Unified Service Manager and Unified Channel Manager enhance customer/partner business processes with Microsoft Unified Communications to deliver the best customer service at the lowest cost.

Microsoft Unified Communications is the integration all forms of digital communication such as voice, video, e-mail, IM, Web conferencing—on one extended network. Powertrak Unified Applications instantly marries Microsoft Unified Communication solutions with concise customer information across multiple business applications to improve customer service, utilize the most efficient method of communication and balance your staff’s workload.

“Using Powertrak Unified Applications enables support staffs, channel partners and customers to collaborate in real-time using the best tool for the particular situation,” says Mike Belongie, vice president of sales at Axonom. “Your customers and partners demand immediate support response when complex issues arise. Our product will not only display the appropriately skilled support professional but also the best means to contact that person right away.”

Powertrak Unified Applications and Microsoft Unified Communications offer companies a lower, more manageable cost for communication. Companies will see a decrease in travel expenses, a reduction in messaging storage costs, and a lower cost for communication systems.

Certified for Microsoft Dynamics CRM, Powertrak’s modules for the High Tech industry include Forecasting, Customer and Partner Portals, Design Win, Contact Center, Quote and Product Configurator, Certification Tracking, Mobile, and Service Manager. All Powertrak modules are integrated with Microsoft Dynamics CRM and can be optionally extended with Microsoft SharePoint Server for global partner and customer interaction.

**About Axonom**   
Axonom is Microsoft's strategic ISV partner for delivering high tech/light manufacturing solutions on [Microsoft Dynamics CRM](http://www.axonom.com/crm_solutions/powertrak/pt_crm_overview.html). Axonom, a Microsoft Gold Certified Partner, delivers enterprise-level CRM and PRM software solutions for high tech/light manufacturing companies that manufacture and distribute make-to-order products through multiple distribution channels. By delivering more transactions more efficiently through channels at a lower cost, our solutions help customers realize greater profit potential.

For twelve consecutive years, Axonom has been named to ISM Guide's Top 15 CRM Software Award. In both 2007 and 2008, CRM Magazine has awarded Axonom customers with the coveted Elite Award for implementation success, achievements unmatched by any other vendor in the industry. For more information, please visit [www.axonom.com](http://www.axonom.com) or contact Michael Bauer at 888-814-2880 ext. 1357.