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## Axonom CRM Customers Are Finding Value in Renting vs. Buying

### *Software as a Service (SaaS) model delivered to seven new customers in first half of 2010*

**Minneapolis, MN— July 13, 2010** Axonom, a leading provider of industry-specific [Customer Relationship Management (CRM)](http://www.axonom.com/crm_solutions/powertrak/pt_crm_overview.html) and Partner Relationship Management (PRM) extensions for Microsoft Dynamics CRM, announces seven new customers chose their SaaS deployment model in the first half of 2010.

Axonom's [NetPRM SaaS](http://www.axonom.com/saas/saas_overview.html) offering helps customers save time and money, gain immediate access to the latest innovations, and focus their technology budgets on competitive advantage rather than infrastructure.

SaaS, also known as software as a service, is a deployment model in which software is hosted and accessed over the Internet. Customers do not own the software itself, but rather pay a subscription to use it.

"Regardless of the economy or the size of a company's IT staff and/or budget, Axonom's NetPRM SaaS offering has become a popular option for new customers," states Mike Belongie, vice president of sales for Axonom. "The overwhelming value is peace of mind. These customers want a CRM solution hosted in a secured environment, have it accessible anytime and anywhere (from any device), and never have to manage the IT infrastructure."

Bill Brownie, CEO of HearingPlanet Inc, the leading online resource and provider of hearing aids, recently chose Axonom to host Microsoft Dynamics CRM and Powertrak in order to facilitate a nationwide marketing and lead management pilot program.

“The pay as you go model was a key reason we chose Axonom’s NetPRM offering for this critical pilot,” Brownie said. “With a tight budget for the pilot, the cost savings of subscription-based pricing versus paying for the software was important. But just as important were the Powertrak solutions, integrated to Dynamics CRM, that allowed us to stand up the end solution in a much more rapid timeline compared to trying to custom develop the solution.”

Another key benefit of Axonom’s SaaS model is the ease and flexibility to change from a hosted environment to an on-premise deployment.

“My team may decide that one day it makes more sense to deploy the entire solution on HearingPlanet’s infrastructure, Brownie added. “Having that long-term flexibility to do what makes most sense to our business was the closer for us. Other SaaS offerings that we researched, such as SalesForce.com, don’t have that flexibility.”

"Customers are seeking a cost-effective, secure, flexible solution," Belongie added. "The combination of our award-winning, industry-specific enhancements on Microsoft Dynamics CRM, our veteran professional services' staff, and deployment options makes Axonom a very strong CRM provider."

**About Axonom**   
Axonom is a Microsoft strategic ISV partner for delivering high tech/light manufacturing solutions on [Microsoft Dynamics CRM](http://www.axonom.com/index.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 more information, please visit [www.axonom.com](http://www.axonom.com/) or contact Michael Bauer at 888-814-2880 ext. 1357.