Plus Computer Solutions Ltd. Delivers Powerful Customer Support and CRM Solution to PNI Digital Media

Sage business partner, Plus Computer Solutions, crafts successful support ticket management solution based on SageCRM.

Vancouver, BC—**March 14, 2011**—Plus Computer Solutions today announced another successful implementation of SageCRM, this time for PNI Digital Media, the leading innovator of online and in-store digital media solutions for major retailers. PNI Digital Media enables on-demand production of personalized products using consumer-generated media. The PNI Digital Media Platform enables consumers to easily order photo prints, personalized gifts, business printing collateral, stationery, and more. Plus Computer Solutions is a premier Sage Authorized Partner specializing in the SageCRM and Sage ERP Accpac family of products.

PNI Digital Media sought to centralize the administration of its trouble tickets and support calls. It evaluated several customer relationship management (CRM) systems before deciding on SageCRM.

"We are in a growing market, and we need a CRM that can help us centralize our support and response procedures," said André Blanchard, director of support services for PNI Digital Media. "SageCRM fits the bill. We selected Plus Computer Solutions for the implementation. Their knowledge and expertise made for a smooth implementation. It was a good decision."

When a customer calls with a question or concern about PNI's applications, the support staff at PNI creates a ticket in the Customer Care component of SageCRM that is dynamically linked to the customer's main CRM record. Plus Computer Solutions customized screens to enable the organization to capture the data it needs, focusing on delivering an intuitive and streamlined workflow. By tracking the relevant details of each call, PNI Digital Media is able to generate reports about its support operations that ultimately help it improve its service and its products.

The solution Plus Computer Solutions provided empowers PNI Digital Media with the critical information the company needs to build and support long-term customer satisfaction and loyalty. The company now has the ability to measure, monitor, and benchmark its support operations.

Blanchard concluded: "We have concrete and accessible data that we can use to respond to internal and customer inquiries. We no longer spend time and resources determining the nature and volume of our support calls. SageCRM and the excellent support we receive from Plus Computer Solutions have helped us grow our operations. We are able to provide the same high level of service as we continue to expand our customer base."

About Plus Computer Solutions Ltd.
Plus Computer Solutions is one of the largest Sage ERP Accpac and SageCRM business management software service providers in North America. Using proven best-practice methodology, technology, and creativity, Plus Computer Solutions delivers end-to-end solutions to its clients spanning industries and geography. Plus Computer Solutions is the only firm in British Columbia to offer a "Fixed Fee Money Back Guarantee", ensuring its clients receive exceptional value as a direct result of the innovative products and methodologies provided. For more information, visit www.plus.ca, call (604) 420-1099 or e-mail info@plus.ca.

About PNI Digital Media
Founded in 1995, PNI Digital Media operates the PNI Digital Media Platform, which provides transaction processing and order routing services for major retailers. The PNI Digital Media Platform connects consumer-ordered digital content, whether from online, in-store kiosks, desktop software or mobile phones, with retailers that have on-demand manufacturing capabilities for the production of personalized products such as photos, photo books and calendars, business cards and stationery. PNI Digital Media successfully generates millions of transactions each year for retailers and their thousands of locations worldwide. Further information may be found at www. pnimedia.com.