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## Powertrak Wins ISM 2013 Top 15 CRM Enterprise Software Award

*Axonom’s Powertrak v10 achieves ISM's Highest Standard for CRM Software Solutions*

**BETHESDA, MD - May 21, 2013** Axonom, a leading provider of industry-specific Customer Relationship Management (CRM) and Partner Relationship Management (PRM) software solutions, today announces Powertrak v10 was selected by ISM Inc., Customer-Centric Business Strategic Advisors, as a [Top 15 CRM Enterprise Software Award](http://www.ismguide.com/ism-products/crm-reviews-online) for 2013. This is the fourteenth time that ISM has selected Axonom to its Top 15 Award roster.

Axonom’s Powertrak solution suite automates revenue generating business processes for high-tech, manufacturing, and service organizations. Highlighted by its award-winning [Product Configurator](http://www.axonom.com/crm_solutions/industry_solutions/hitech/is_hitech_configurator.html) and Time and Billing modules, customers utilize these solutions to manage their quote-to-cash cycle, automate [time entry and billing management](http://www.axonom.com/crm_solutions/industry_solutions/hitech/is_hitech_timebill.html) processes, and streamline transactions.

Powertrak was chosen after intensive testing by the ISM Software Lab at its Bethesda, Md.-based headquarters. Each package was rated according to 209 selection criteria, including 98 business functions, 48 technical features, 36 implementation capabilities, 10 real time criteria and 17 user-support features.

“Axonom is to be praised for obtaining the Top 15 honor as ISM’s software selection process is strenuous and comprehensive,” said Goldenberg. “Axonom is a leader in the fast-paced CRM industry.”

Axonom’s commitment to Customer Relationship Management does not end with the Top 15 CRM Award. The company has a Gold CRM Competency in the Microsoft Partner Network and Powertrak achieved Certified for Microsoft Dynamics CRM 2011 (CfMD) status.

"The ISM and Microsoft awards and certifications directly reflect our commitment to the CRM marketplace by developing and delivering industry-specific software, services, and support," said Mike Belongie, COO at Axonom.

 “The winners of the 2013 Top 15 are the influencers in the CRM community as they make significant advancements in both functionality and connectivity for sales and marketing professionals; offer better decision making tools for executives; and provide more intimate connectivity with today’s Digital Clients,” said Barton Goldenberg, president, ISM.

Goldenberg also noted that mobile, Social CRM, [Cloud Computing](http://www.revroi.com/) and SaaS continue to be popular software features with Big Data Business Intelligence tools and gamification applications among the new trends ISM sees in CRM software.

The Top 15 winners for each category are featured in ISM’s 19th edition of User and Vendor electronic versions of *The Guide to Mobile and Social CRM* and are available for purchase in CD and downloadable format at www.ismguide.com/ism-products/eguide. For more information, call 301-656-8448 or email John Chan at jchan@ismguide.com.

\*The ISM Top 15 CRM Awards are now presented biyearly with the next award selections/announcement in 2015. The awards are divided into two categories: Enterprise, and Small & Medium Business (SMB)—to reflect the multiplicity of the CRM marketplace.

**ABOUT ISM**

Founded in 1985 and headquartered in Bethesda, MD, ISM Inc. provides customer-centric business strategy services to organizations planning and implementing CRM, Social CRM, Social Media and Data Analysis & Insight initiatives. Clients include best-in-class organizations such as ExxonMobil, Giorgio Armani, IBM, Jaguar Land Rover, Kraft Foods, Marriott, McGraw Hill, Nike, PepsiCo, Roche, Samsung, Schlumberger, Zumba Fitness and more. Barton Goldenberg, ISM’s founder and president, is a respected author, columnist, speaker and industry leader, including being one of the first three inductees in the CRM Hall of Fame. To learn more, go to [www.ismguide.com](http://www.ismguide.com) or call (301) 656-8448.

**About Axonom**

Axonom is an independent software vendor that designs, manufactures, and markets Powertrak, the innovative B2B revenue management suite for high-tech and manufacturing industries. Powertrak helps companies successfully sell and service to its customers and partners in an environment that requires multi-level relationship tracking, web self-service, partner/dealer loyalty management tools, streamlined quote-to-order processing, time and billing management, hassle-free payment options, and a worldwide presence.

Enriched with mobile extendibility, [Powertrak’s High-Tech Industry solutions](http://www.axonom.com/crm_solutions/industry_solutions/hitech/is_hitech_overview.html) include: Customer and Partner Portals, Product Configurator, Design Win, Forecasting, Time and Billing, and Service Management. By delivering more transactions more efficiently through channels at a lower cost, Powertrak helps customers achieve greater profit potential. For more information, please visit www.axonom.com.