

**FOR IMMEDIATE RELEASE**

**Tour de Force, Inc. Announces the Release of its New Cloud Offering – Tour de Force Cloud**

**FINDLAY, OH, March 16, 2016** - Tour de Force, Inc., the leading combined customer relationship management (CRM) and business intelligence (BI) enterprise software solution provider for the distribution and manufacturing industries, today announced the release of Tour de Force Cloud.

Tour de Force Cloud is a web-based combined CRM and BI solution that provides analytics, reporting, and dashboards. The system integrates with a client's existing ERP/business system to extract ERP data and pre-calculate over 1,000 key data points about each customer, every single day – to transform raw sales data into actionable reports and analytics, which can be put directly into the hands of a sales team. This actionable data can be used to identify trends, optimize business processes, and ultimately, increase sales and revenues. In addition to providing a full range of business intelligence functionality, Tour de Force Cloud also provides accelerated tools for managing relationships with customers, prospects, vendors and more, including Account and Contact management, and automatic Email Logging without the need for manual user interaction.

“Since 2001, we have been focused on providing a robust software solution that offers customer relationship management, sales force automation, and business intelligence, along with many other advanced enterprise features,” remarked Matt Hartman, President/CEO of Tour de Force, Inc. “While the Tour de Force on-premise Enterprise solution meets the needs of many organizations, we realized we weren't meeting the needs of organizations who were looking for a software solution that doesn't require servers within the four walls of their company. The great thing about Tour de Force Cloud is that we have been able to provide many of the same features that are part of the Tour de Force Enterprise application, such as extensive ERP integration, very powerful reporting and analytics features, and basic CRM features that an organization can use to maintain their contact database and manage customer interaction, at an accelerated pace all within a web browser. Their data is now maintained by Tour de Force, eliminating the maintenance of on-premise servers by their organization.”

Whether a small business with few, if any, internal IT resources or part of a large enterprise where corporate IT is stretched thinly, Tour de Force Cloud accelerates the clients' time to value by eliminating the need to acquire, configure and maintain on-site application and database server infrastructure. While Tour de Force has traditionally been used extensively in the distribution and manufacturing industries, Tour de Force is also used by other leading B2B organizations including those in the construction and technology industries among others. Tour de Force customers can gain the benefits of

saving time accessing actionable customer data, optimizing business processes, leveraging institutional knowledge, growing sales by streamlining and standardizing sales processes, and increasing sales revenue with sales planning tools.

For more information about Tour de Force, Inc. and Tour de Force Cloud, visit [www.tourdeforceinc.com](http://www.tourdeforceinc.com).

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Tour de Force, Inc. develops, sells, implements, and supports enterprise software solutions with a focus on customer relationship management (CRM), sales force automation (SFA), business intelligence (BI), and business process optimization (BPO). While Tour de Force CRM was developed specifically for the distribution industry, it's an ideal fit for any organization that operates in a B2B selling environment, and is currently being utilized in the distribution, manufacturing, construction, furniture dealer, and technology industries. To learn more about Tour de Force, including about our full integration with Microsoft Outlook and over 40 leading ERP systems, visit [www.TourdeForceInc.com](http://www.TourdeForceInc.com).

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