

## **EarthBend Announces Immediate Availability of Xarios Technologies' CRM Communicator Solution**

***Enables Integration of Mitel MiVoice Business Communications Platform with Leading Third-Party CRM Applications***

**SIOUX FALLS, S.D., March 24, 2016** — [EarthBend](#), a premier value-added distributor of business telecommunications and IT solutions, is pleased to announce the immediate availability of the [Xarios Technologies](#) CRM Communicator solution. This latest Xarios product release enables integration between the Mitel MiVoice Business unified communications platform and market-leading third-party CRM systems, including Salesforce, NetSuite, SugarCRM, Microsoft Dynamics and others.

"We are excited to introduce the Xarios CRM Communicator solution to our channel partners," said Ryan Donovan, General Manager and Vice President of Sales and Service at EarthBend. "Mitel MiVoice Business customers deploying CRM Communicator will enjoy improved communications efficiency while also providing their employees with an intelligent way to enhance client phone interactions."

While the Mitel MiVoice Business phone system does not provide inherent connectivity to external business application resources, the Xarios CRM Communicator solution provides the bridge to integrate the MiVoice platform with third-party CRM systems and, via its industry-standard interface, supports computer-telephony integration (CTI). The Windows-based CRM Communicator delivers productivity-enhancing features such as caller preview, screen pops, basic call control and call history. Xarios has documented and made available a complete list of out-of-the-box integrations offered with CRM Communicator at [crmcommunicator.xarios.com/integration.php](http://crmcommunicator.xarios.com/integration.php).

Additionally, for scenarios where Mitel MiVoice Business integration is required with historic CRM applications using the Telephony Application Programming Interface (TAPI), the Xarios TAPI Communicator application can be included with CRM Communicator through the purchase of an additional software license, or a standalone TAPI license may also be purchased.

"We are pleased to offer the Xarios CRM Communicator and TAPI Communicator solutions to EarthBend's network of resellers," said John Lassandro, Xarios Technologies' Vice President of Sales and Support. "These latest Xarios product releases enhance the robust feature functionality of the Mitel MiVoice Business platform, enabling EarthBend channel partners and their customers to unleash the full potential of their Mitel-powered business communications."

The Xarios CRM Communicator and TAPI Communicator solutions are now available from EarthBend Distribution, and interested resellers may email [distributionsales@earthbend.com](mailto:distributionsales@earthbend.com) or call 605-789-5700 for more information.

### **About EarthBend Distribution:**

EarthBend has been distributing telephony peripherals and IT solutions to an extensive network of channel partners since 1993. As a value-added distributor, EarthBend delivers a broad portfolio of technology solutions from industry-leading vendors, nationally competitive pricing, and friendly, reliable pre- and post-sales support from its expert staff. EarthBend believes its team members make the difference in delivering the right solutions to resellers and their customers, and emphasizes a "human touch" in every interaction to drive best-in-class partner satisfaction and ongoing business value. For more information, please visit [www.earthbend.com/distribution](http://www.earthbend.com/distribution).

**About Xarios Technologies:**

Xarios Technologies designs, develops and supplies a suite of telephony applications to enhance the functionality and usability of leading business telephone systems. The driving force behind Xarios Technologies is to produce applications that are intuitive to use and flexible to deploy so that they can integrate tightly within a customer's business environment. The overall objective for Xarios Technologies is to harness the telephone system and deploy applications that make a difference, drive staff performance, deliver a compelling return on investment and provide management with the information needed to make intelligent business decisions. For further information on Xarios Technologies, please visit [www.xarios.com/us](http://www.xarios.com/us).

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