

StreetSmart CRM to offer conference calling feature

September 18, 2009

StreetSmart CRM to offer conference calling feature

I'll soon be taking a fresh look at **customer relationship management** software and software-as-a-service providers, and one that a few advisers have asked me about is StreetSmart from InfoStreet Inc.

The company recently sent me an early press release to build some buzz on an addition to their offering that is being announced next week: conference calling.

StreetSmart describes itself as more than CRM — really a suite of modular web-based, small-business management software. The new conference calling feature is being added into their Calendar application “for ultimate convenience and easier work flow,” and is being provided at no extra charge.

In a nutshell, when users go to plan a meeting or send a meeting request or invitation, a single click will generate a unique conference number and call ID that is embedded in the invitation. Recurring meetings can be assigned the same call details as well. Calendar can be synchronized with Outlook, Palm and Pocket PCs, and since it is a cloud-based web service, it can be accessed anywhere you have an Internet connection.

CRM for one user with standard-level support (tinker around on the “pricing” section of the site to see what that means for you), e-mail archiving and additional disk space will cost you \$50 per month.

For more information, visit [InfoStreet](#).

Nasdaq OMX providing free, 'lite' version of Market Replay

This week, The Nasdaq OMX Group Inc. announced that it is starting to provide retail investors with access to Market Replay Lite, a free web-based, limited version of its professional product. The company has also added a Market Replay Plus version, which provides an unlimited number of queries and access to intraday data, and costs \$9.99 per month.

With Lite, investors can view historic quote and trade data for Nasdaq- and New York Stock Exchange-listed, and other regional, securities. Lite users set up 10 unique automated symbol look-up queries per day as well as get a look at the three previous days of historic data. Getting access just requires registration. Users can upgrade to Plus through the Lite platform.

“Market Replay Lite and Plus were developed in response to demand from non-professional investors who want a better understanding of the financial markets,” Randall Hopkins, Nasdaq OMX's senior vice president, said in a prepared statement. “These innovative products give average investors quick and easy access to

InvestmentNews Reprints



This copy is for your personal, non-commercial use only. To order presentation-ready copies for distribution to your colleagues, clients or customers, use the Reprints tool or the Reprints link at the top or bottom of any article, respectively.

- [View reprint options](#)
- [Order a reprint article now](#)

detailed quote and trade data, allowing them to understand what happened — even at the millisecond level,” he added.

For more information visit [Nasdaq OMX DataStore](#).

Reproductions and distribution of the above news story are strictly prohibited. To order reprints and/or request permission to use the article in full or partial format please contact our Reprint Sales Manager at (732) 723-0569.

OUR ADVISORS ARE ANSWERING TOUGH QUESTIONS, TOO. JUST NOT ABOUT US.



COMMONWEALTH *financial network*
commonwealth.com

[About Us](#) | [Contact Us](#) | [Search](#) | [Editorial Calendar](#) | [Advertise](#)

Subscriber Services: [Subscribe](#) | [Renew](#) | [Subscription Status](#) | [Pay an Invoice](#) | [Change Mail Address](#)

[Reprints](#) | [List Rental](#) | [Issue Index](#) | [Privacy Policy](#) | [Terms & Conditions](#)

Crain Financial Group: [Pensions & Investments](#) | [FinancialWeek](#) | [Workforce Management](#) Copyright © 2009 **Crain Communications Inc.**

Use of editorial content without permission is strictly prohibited. All rights reserved. 711 Third Ave., 3rd Floor, New York, NY 10017