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## StreetSmart Adds CRM, SFA

By [David Sims](#)

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InfoStreet Inc., which sells a managed, on-demand IT software suite, StreetSmart, has announced the addition of their newest Web-based application, Sales Force Automation and Customer Relationship Management.

Calling it "one of the largest additions to StreetSmart scheduled for this year," the CRM application is described as "ideal for sales and customer service departments because it allows users to manage their clients, prospects and contacts centrally and efficiently."

In other words, classic CRM and SFA functionality. "The entire suite comes at one price. CRM is our first add on," CEO Siamak Farah said, according to industry observer [Barbara Darrow](#).

"The average end users price is 10 cents per day to 25 cents per day per user for the base system and then \$10 a month for those using CRM... We've been doing SaaS for a decade," Darrow reports CEO Farah as saying. "Our new CRM application is sales- and customer service centric. Users can now from within their applications do all interactions with the customer." All information is centralized and online, and can be securely accessed from anywhere there is a Web browser. Information can be tracked at three interrelated levels, Contacts, Organizations, and Opportunities, each with its own events, status, comments, history and follow-up actions.

Categories, subcategories and data fields in each section can be customized online, with a few button clicks, to match the specific needs of any business. StreetSmart CRM is available now for existing customers who, as well as those who sign up to use StreetSmart by July 31, 2006, will automatically receive free use of the StreetSmart CRM add-on through Oct. 31, 2006. "With StreetSmart, the browser is your office," said Siamak Farah, CEO and founder of InfoStreet. "No matter where you are, you can control your entire operation. This one-stop solution just got richer, enabling you to access your sales contacts and client data instantly and effortlessly."

David Sims is contributing editor for TMCnet. For more articles please visit [David Sims' columnist page](#).

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