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InfoStreet Small Business CRM

Keeping track of and leveraging customer/client activity and communication is integral to the success of any Web enterprise. CRM (*customer relationship management*) software however can be pricey. Industry leader [Salesforce](#) can run upwards of sixty-five dollars per individual user and open-source solutions often don't have the flexibility or support that many small businesses need/require to be competitive.

SaaS provider InfoStreet will announce next week the second version of its CRM application StreetSmart CRM. The new version comes with some powerful features that are available to small businesses at a staggeringly reasonable ten dollars per user. Key Features of StreetSmart's Small Business CRM include anytime/anywhere access from the browser, customizable to match company needs, centralized archive, responsibility assignments, shareable information, access control, relationship management notes, vital information records and data importing.



You can always tell about the quality of a product by checking out the testimonials. Ricardo Mazur, Sales Manager at [Device Optical](#) [and a user of the new CRM tool] said that "we are a small company with a limited budget. Price was a crucial factor for us in deciding to choose InfoStreet's CRM tool. We decided we needed a CRM utility to keep track of our orders and customer's contacts so that we could grow our business in 2008. We were particular fond of the customizable email alerts that their tool offers. Our sales team is now able to connect sales with invoicing: all the orders are watched and invoiced more efficiently. It has allowed our sales people to effectively track orders and build a stronger relationship with their customer – ultimately allowing us to grow account sizes, increase re-orders and grow the company."

That sounds like a ringing endorsement to me.

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