

FOR IMMEDIATE RELEASE



Contact:

Jim Sheehan
PowerObjects
612.339.3355
jim.sheehan@powerobjects.com

PowerObjects Joins LifeScience Alley to Educate Health and Life Sciences Companies About Dynamics CRM/xRM Technology

Minneapolis, MN, October 20, 2009, — PowerObjects, a leading provider of Microsoft Dynamics CRM/xRM (customer relationship management or anything relationship management) announced today that it has become a member of LifeScience Alley.

LifeScience Alley is a Minnesota-based trade association for organizations in the health and life sciences sector. Members of LifeScience Alley are given opportunities to build their businesses through education and networking with other LifeScience Alley members.

As a new LifeScience Alley member PowerObjects will be able to educate other members about how Microsoft Dynamics CRM/xRM can help them better capture and manage information important to their success in a cost effective manner.

"There is currently a need across the health and life sciences sector to streamline business process, improve communication, drive costs down, speed innovation, etc.," Vice President of Sales Steve Thompson said.

Microsoft Dynamics CRM/xRM has already become the tool of choice for some of the leading members of LifeScience Alley to help address many of these challenges. Dynamics CRM/xRM is a versatile business application used to solve multiple business challenges.

"No matter what kind of information a member company needs to manage, sales and marketing processes, customer profiles, lab and test results, patient interactions related to chronic disease management, project tracking, grants management, sample tracking, recruiting clinical trial participants, surveys, or anything else, Dynamics CRM/xRM can likely be used to quickly and cost effectively deliver one or multiple solutions for the organization," Thompson said. "The fact that Dynamics CRM/xRM works seamlessly with other Microsoft tools such as Outlook, Excel, etc. makes it very familiar for users and as a result, users are able to quickly learn and actually use the solutions."

PowerObjects has developed and implemented a number of Dynamics CRM/xRM solutions for a wide variety of health and life sciences related organizations including a number of LifeScience Alley members.

###

PowerObjects, www.powerobjects.com, headquartered in Minneapolis, MN, is one of a handful of organizations recognized as a leader in delivering Microsoft Dynamics CRM/XRM solutions to customers. PowerObjects has a broadly stated goal of being at the top of that list and is busting their collective tails to do just that. PowerObjects has an impressive list of customers benefiting from Microsoft CRM/XRM. PowerObjects fully embraces the power of customer

choice and offers hosted, on-premise and online deployment options. By combining the right focus, with the right people and the right process, PowerObjects adds value to every organization they work with.