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LinkPoint360 Releases Cloud Edition Upgrade with Emphasis on Admin Insights

– Server-side edition gains admin dashboard and metrics along with enhancements to sync features –

RED BANK, N.J. (April 10, 2018) – [LinkPoint360](http://www.linkpoint360.com), the leading provider of CRM integration solutions, today announced that it has released LinkPoint Connect: Cloud Edition Version 3. The latest version enhances existing server-side integration for Microsoft Exchange and Salesforce with the addition of admin insights and reporting.

Cloud Edition Version 3 includes a series of admin reporting features that detail system performance and end user metrics. The reports are provided via an interactive Dashboard, downloadable spreadsheets, and daily sync email notifications. These reports show how users are engaging with Cloud Edition while also giving admins visibility into how data is created or updated in Salesforce.

Cloud Edition promotes CRM engagement, adoption, and ROI by ensuring that the correct data is accurately added to the CRM. Enforced workflows and admin controls add an extra layer of consistency to content that syncs across teams. The new reporting features provide additional value by demonstrating how end users are maintaining their CRM data. Items that cannot sync to the CRM due to missing records or accounts show managers where staff members can improve on CRM record keeping. Cumulative metrics validate the ROI of the Cloud Edition system where admins can determine internal productivity gains and increased CRM engagement, ultimately boosting the ROI on their CRM investment.

“The third release for Cloud Edition addresses the need for customers to manage their end users proactively,” said Glenn Lehner, Chief Business Development Officer, LinkPoint360. “Admins can now monitor real-time usage, troubleshoot onboarding with end users, and review the impact that auto-sync has on their Salesforce adoption. This release underscores our mission to provide solutions that address real-time business needs for our customers.”

The latest Cloud Edition release follows a series of launch and development activities that have solidified the product’s position as an innovative and adaptive LinkPoint Connect Edition. Customer response to the direct integration between Exchange and Salesforce is positive with requests for new enhancements centered around reporting and admin flexibility. “Clients see the benefit of a server-side platform with no installation as a way to streamline their CRM workflows,” said Nart Dokhgan, Chief Technology Officer at LinkPoint360. “As usage expanded, we responded in development with new ways for admins to control syncs functions and to observe how their users and CRM benefit from the integration.”

Cloud Edition is available with a 14-day free trial on www.linkpoint360.com. A variety of release materials including full release notes documentation are available on the corporate website. Interested parties can reach out to sales@linkpoint360.com to arrange a one-on-one demonstration and consultation.

About LinkPoint360

LinkPoint360, the leading provider of CRM integration solutions, is dedicated to delivering software solutions that enhance productivity and increase system adoption for CRM users. LinkPoint360 has succeeded in simplifying the CRM user experience and enabling users to achieve productivity gains for a positive impact on their organization's bottom line. LinkPoint Connect's Desktop, Desktop Plus, and Cloud Editions streamline CRM data entry and access from the end user email application. LinkPoint360 products are backed by superior customer support for more than 90,000 users in more than 60 countries. For more information, visit <http://www.linkpoint360.com>.

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