

## FOR IMMEDIATE RELEASE

January 9, 2018

Press Contact

Jill McConaghie

LinkPoint360

732-945-7251

jillm@linkpoint360.com

## LinkPoint360 Announces New Server-Side Edition to Support Cross Platform Email Integration

*– New hosted solution opens usage to mobile and Mac users in addition to traditional PC platforms –*

**RED BANK, N.J. (January 9, 2018)** – [LinkPoint360](#), the leading provider of CRM integration solutions, today announced that it has released LinkPoint Connect: Cloud Edition to expand email integration support. Cloud Edition provides a server-side integration for Microsoft Exchange and Salesforce without requiring end user installation, web-based configuration settings, and flexibility to work across devices.

Cloud Edition syncs emails, calendars, contacts, and tasks directly between Microsoft Exchange and Salesforce. Users connect via a setup wizard and configure separate controls for each sync type. Admins control end user enrollment, available sync types, and predefine or lock settings based on workflow need. Direct server-level integration eliminates environment requirements, allowing users to work from any platform or device where they have access to their Exchange account.

The hosted offering debuts in a market where platform diversity and decentralized workforces are becoming more common but add a challenge for IT managers and CRM admins. Cloud Edition's design reduces onboarding timeframes, increases CRM adoption by automating data input, and reduces the implementation burden on internal teams.

"2017 was an exciting year for LinkPoint360. We have tripled our Editions offering while staying true to providing straightforward solutions than increase productivity," said Glenn Lehner, Chief Business Development Officer, LinkPoint360. Lehner's comments reference LinkPoint360's announcement earlier this year regarding its new Editions model. The restructure makes it easier for clients and potential users to identify the best fit for their email integration needs. "Our customers now have the option to work with a desktop solution that has a flexible user interface, an expanded solution including meeting notes integration, and a cloud-based edition that does not require installation or specific environments."

The Cloud Edition release follows a pilot period where stakeholders gathered feedback and further refined the product. "User feedback is an important component of the development process," said Lehner. "Our goal is for end users to find our software intuitive and easy to use. We used that input to put the finishing touches on the UI and have a full roadmap of ideas for future releases."

"Our roadmap continues to expand as we support multiple Editions with our agile development methodology," said Nart Dokhgan, Chief Technology Officer at LinkPoint360. "Cloud Edition's hosted design gives us the ability to develop more dynamically and provide end users with more features, more quickly, more often. I'm confident that the direction we are headed is one of rapid growth based on a strong foundation with our initial release."

Cloud Edition is available with a 14-day free trial on [www.linkpoint360.com](http://www.linkpoint360.com). A variety of launch activities including an overview webinar are planned through the start of 2018. Current customers can reach out to their Account Executive for 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>.

###