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Press Contact

Jill McConaghie

LinkPoint360

732.945.7251

jillm@linkpoint360.com

LinkPoint360 Deploys Winter '17 Updates for Desktop Email Integration

- New release features reinforce end user productivity with CRM data within email applications -

RED BANK, N.J. (November 15, 2017) – LinkPoint360, the leading provider of email to CRM integration, today announced that it has begun the release of its Winter '17 updates for LinkPoint Connect: Desktop Edition. The new upgrades are included for existing software subscribers and are available as part of a full featured free trial.

The Winter '17 Release focuses on tighter integration with key features in evolving CRM environments to ensure user productivity from within Microsoft Outlook. Core functionality includes support for recording attachments and syncing meeting invitees to the CRM for enhanced reporting. The improvements require very little, if any, change in end user behavior providing a seamless experience while ensuring data moves between systems as expected. Additional release enhancements include updates to the LinkPoint Connect Smart Forms and LinkPoint Tracker email open tracking.

“Organizations are moving more and more toward using additional CRM objects and fields for reporting and workflow management,” said Glenn Lehner, Chief Business Development Officer at LinkPoint360. “Our goal is to provide inroads for end users to comply with and utilize these CRM items that are simple. Sales teams in particular need to remain focused on their core tasks – usually in their email application - and LinkPoint Connect serves to keep users efficient while compliant.”

The changes to Smart Forms reflect customer need to work with customized instances of their CRM data. LinkPoint Tracker enhancements reflect a move toward placing even more real-time data in front of users when interacting with prospects and clients. “As we build our roadmap, we listen to trends in the industry and to customer feedback, developing features and Editions that reflect the changing needs of the CRM community” said Nart Dokhgan, Chief Technology Officer. “But our focus remains on developing integration solutions that are easy to use while flexible enough to address a variety of workflow needs out of the box.”

Desktop Edition is available with a 14-day free trial on www.linkpoint360.com. Current customers can reach out to their Account Executive for a one-on-one demonstration or with questions regarding their upgrade.

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 Desktop, Desktop Plus, and Cloud Editions streamline CRM data entry and access from the end user email client. 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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