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October 29, 2019

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LinkPoint360 Redesigns Flagship Email Integration Application in Latest Release

- LinkPoint Connect receives a new user interface and improvements for search, record creation, and field-level mapping -

RED BANK, N.J. (October 29, 2019) – [LinkPoint360](#), the leading provider of email to CRM integration, today announced that it has launched the Fall '19 Release for LinkPoint Connect. The release debuts a completely redesigned user interface with consolidated actions for greater user efficiency when working with CRM data in an email client.

The Fall '19 Release merges email recording, record creation, and CRM interaction to a single Side Panel window. Email recording is optimized with recommended CRM records and single-click archiving that reduce clicks and increase user productivity. Refreshed SnapForms allow users to interact with custom objects and fields to create and edit CRM records without any additional configuration changes. Users can search for CRM records based on expanded criteria and view complete details with an enhanced inline display.

LinkPoint Connect has been a cornerstone in the email-to-CRM integration market for more than 18 years. The latest release builds on a product known for its ease of use and reliability, enhancing well-loved features with an eye toward increasing user efficiency and productivity. Users can leverage LinkPoint Connect for email recording, record creation, account look up, and syncing of calendars, contacts, and tasks with fewer clicks than past versions. The new Preferences Pane allows users to adjust a number of configuration settings to fine tune how data is accessed in the Side Panel. The Fall '19 Release also includes system performance enhancements, driving down load times and making email recording and record access 50% faster than in prior releases.

“LinkPoint360 was first to market with a side panel for CRM integration inside an email application. This latest release demonstrates not just our longevity but our ability to be innovators in a familiar but evolving market,” said Glenn Lehner, Chief Business Development Officer, LinkPoint360. “Users need solutions to optimize their work and time as their processes and workflows become more complicated by CRMs. Our redesign is geared toward further simplifying the user experience, making users faster and more productive while maintaining our core: ease of use, reliability, and security.”

The new release bookends the progress on LinkPoint360’s server-side offering, which benefited from a series of upgrades throughout 2019. The releases work in tandem to position the product roadmap for growth, focusing on user efficiency across platforms. “We’re transforming the user experience for all of our components to be more modern and more intuitive to make users more productive,” said Nart Dokhgan, Chief Technology Officer, LinkPoint360. “The enhanced Side Panel takes the solid foundation of our technology to the next level. It’s faster, more dynamic, and more flexible to empower users not just with their LinkPoint Connect configuration but also with their CRM data.”

LinkPoint Connect 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. Customers can expect to receive access to the Fall '19 Release throughout Q4/2019 at no additional cost. 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 streamlines 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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