

Why Small Businesses need Customer Relationship Management -- and What You Can Do About It



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Press Release Summary: TLA Technologies Offers Hosted CRM for Small Businesses' Current Economic Needs

Press Release Body: **TLA Technologies**, a Microsoft Certified Partner, announced the availability of award-winning Microsoft Dynamics Customer Relationship Management (CRM) 4.0 as a hosted solution for their small business customers (less than 25 computer users). The hosted solution gives small businesses an alternative to incurring the costs and technology overhead of hardware, installation, and software maintenance. TLA Technologies now provides hosted Dynamics CRM as Software as a Service (SaaS) over the Internet to clients through a low cost of entry and a monthly service fee. Small businesses can have CRM technology that was previously just available to large organizations, and at a reasonable price.

Software-as-a-Service (SaaS) providers are experiencing a bigger demand because they offer lower costs compared to traditional in-house software vendors.

TLA Technologies is reaching out to customers in this current economic climate to ensure that businesses have the best solutions for Customer Relationship Management in their organizations. This new offering creates a win-win situation for their customers, and their customers' clients, enabling companies to boost their business, streamline their customer service management operations, and help grow their companies at a conservative cost.

*"We think it's important in today's business climate to offer Software as a Service, using Microsoft's Dynamics CRM product", says **Deborah Lassa, Vice President**. "It means we are able to offer our clients business value every day, with an innovative approach backed by the Microsoft name."* **Lassa and TLA President Eric Harrison** know that current economic conditions are creating challenges for companies in getting financing for large investments, such as software and hardware. They have been helping their customers since 2002 use technology to achieve Return on Investment (ROI) effectively and efficiently.

With SaaS Microsoft Dynamics CRM, **TLA Technologies** is responsible for managing the servers, the software, and the backups for their customers. The hosted CRM solution frees customers from purchasing, and maintaining hardware and software. Another financial benefit they offer their customers is the ability to manage costs more efficiently by adding users to Dynamics CRM on an as-needed basis. Lassa and Harrison use Dynamics CRM themselves, saying the software is easy to use and works seamlessly with Microsoft Office products. They use their Dynamics CRM in-house expertise to support client requests.

Microsoft's CRM software excels at providing small businesses sales, marketing, and customer service information to deliver more agility and profitability. It is the tool of choice for improved customer service, insightful marketing communication, and streamlined sales processes. Companies can customize Microsoft Dynamics CRM 4.0, by choosing just the functionality they need.

The Gartner Group, the world's leading information technology research and advisory company, "forecast CRM spending this year (2007) will exceed \$7.4 billion, a 14% increase from 2006, and predicted CRM software spending will grow to more than \$11.4 billion by 2011, as reported in BtoB Magazine in their October 8, 2007 online issue.

About**TLA****Technologies**

TLA Technologies, a Microsoft Business Solutions Specialist, has earned its competency, recognized by Microsoft, in Dynamics CRM. TLA is a premier provider of software development, implementation, integration and strategic Information Technology solutions for their clients. Since 2006, TLA Technologies has been helping clients in the Florida area boost their business, and streamline their operations. Before 2006, Lassa and Harrison owned HSI Technologies, offering custom software and IT support services.

More information on TLA Technologies and their services can be found at www.tlatechnologies.com. To learn more about how you can use hosted Microsoft Dynamics CRM 4.0 in your company, please contact Deborah Lassa at 813-217-4327, Extension 101, or dlassa@tlatechnologies.com.

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