

CaaS Global Online Community

Communications-as-a-Service... driving innovation and new business models

Welcome to the **CaaS** Global Online Community, sponsored by IntelPeer and powered by TMCnet. Today's savvy enterprise decision maker is constantly looking to improve their communications infrastructure. This community is designed to serve as an educational resource for users looking to learn more about Communications-as-a-Service and how to use this model of software deployment to benefit their business.

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April 29, 2009

CRM Launched by WorkXpress



By [David Sims](#), TMCnet Contributing Editor

[WorkXpress](#) has launched a customer relationship management application that's free for all company customers.

Company officials call it an easy-to-use tool "for a 360 degree view of customer interactions," offering customization of the application and its reports.

Evidently the CRM on offer has the ability to track contacts, accounts, leads, and opportunities, schedule tasks and appointments, automate quote and sales order generation, and interact with inventory and Web catalogs. Further, company officials say, WorkXpress CRM integrates with telephony and e-mail services.

"With the WorkXpress CRM, organizations can manage prospect and customer data... our CRM can be used as is, or customized for a company's unique needs," says Treff LaPlante, president and chief executive officer of WorkXpress, formerly known as "Express Dynamics."

WorkXpress officials bill their flagship product as a "functional Platform as a Service without programming," providing non-programmers "the ability to create business applications using five building blocks in an intuitive, drag and drop, point-and-click Web-based environment, eliminating the need for coding, data modeling and database querying, while automating common systems administration tasks like maintenance or disaster recovery."

Additionally, WorkXpress offers integrations with other applications such as Skype, FedEx, Google Maps, currency conversions, Google language translation, FTP services, IMAP e-mail services, and others. The company offers a "try it free for 30 days" promotion.

Recently WorkXpress [offered a deal](#) to Coghead customers, saying "because we understand your current situation, we offer your organization the below based on number of users: Less than 10 users per month -- We will provide you complete

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training on our easy to use system plus three months free service (we'll also assist in data importation to ensure a smooth transition). More than 10 users per month -- We will provide your organization a complete build (there may be a few slight differences, but we'll make a good faith effort to deliver the same or more functionality etc.) of your current applications and system to ensure a smooth transition."

Don't forget to check out TMCnet's [White Paper Library](#), which provides a selection of in-depth information on relevant topics affecting the IP Communications industry. The library offers white papers, case studies and other documents which are free to registered users.

David Sims is a contributing editor for TMCnet. To read more of David's articles, please visit his [columnist page](#). He also blogs for TMCnet [here](#).

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IT Expo East 2009 - 02/02/2009

Interview with Intelpeer VP of Product Management, Charles Studt, and Microsoft Architect, Joeseeph Hofstader
ITExpo 2008 - 10/08/2008

Interview with Intelpeer VP of Product Management & Marketing, Charles Studt
ITExpo 2008 - 09/22/2008

TMC's Erik Linask interview/s Intelpeer's Vice President Charles Studt
NXTcomm - 06/21/2008

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