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--For immediate release--

CRM Rules! Generates JavaScript to Customize Microsoft Dynamics CRM 2011 forms

Portland, OR – November 9, 2011 Over two million people use Microsoft Dynamics CRM daily to run the most critical aspects of their jobs. In a single company, hundreds of business rules may be needed as various departments have different requirements of their CRM system. Without a solid knowledge of coding JavaScript, users send these requests to the IT department where the requests are prioritized among a long list of ‘Urgent To Do’s’.

To facilitate faster and easier customization, Visionary Software Consulting, Inc. announces the release of its newest software product, CRM Rules! Designed to empower the savvy user or IT professional, CRM Rules! is a Microsoft Dynamics CRM 2011 ISV add-on product. It enables users to define business rules using existing CRM forms in the company’s terminology. Click a button, and CRM Rules! generates and deploys the JavaScript code into CRM. No coding is required.

“CRM Rules! extends the ease with which MS CRM can be customized. There is truly a need for something like this in the market,” says Bill Allen, CEO of Key Business Assets and recipient of the Microsoft Circle of Excellence Award.

By eliminating the tedious and time consuming aspect of coding, developers, IT professionals, and users alike will benefit from this timesaving tool. By streamlining the hundreds of rules per application, ISV developers can bring new products to market quicker. VARs can prepare tailored demos to prospects in a fraction of the time and cost. Smaller VARs can extend their in-house expertise, and reduce the amount of coding that must be outsourced. Business IT professionals will save on CRM development and customization costs, implementing changes in minutes rather than hours. This frees up their time to focus on more complicated issues, thereby greatly enhancing the efficiency of the entire company. Tech savvy users, too, will appreciate the ease of creating a system that works for them with no coding. CRM Rules! is essential to creating consistent, efficient, and bug-free JavaScript code across all CRM forms.

CRM Rules! is intuitive and easy to use. Built using CRM, the user interface of CRM Rules! is familiar to developers and users alike. It works seamlessly with your CRM 2011 implementation, both in the cloud and on-premise. It debuted at the Microsoft Dynamics CRM User Group (CRMUG) meeting in Las Vegas November 9th and will be generally available by the end of the month.

CRM Rules! was developed by Visionary Software Consulting, Inc., a Microsoft Certified Technology Partner. Visionary previously developed VAST – the only auditing software solution for Microsoft CRM v3.0. Currently sold under the name c360 Audit, it remains the most robust auditing tool available today with thousands of active users. Visionary is located in Portland, OR. For more information on CRM Rules!, contact David Carr, President at DavidLCarr@live.com or 503-351-4207. Visit www.CRM-Rules.com for more details.

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