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--For immediate release--

## **Visionary Software Announces CRM Rules - the New Microsoft Dynamics CRM 2011 Tool for Customizing Forms**

*Portland, OR – January 19, 2012* In the world of programming, the pinnacle of success is ‘good, fast, cheap’. In a company that may code hundreds of business rules for a single application such as Microsoft Dynamics CRM 2011, anything that helps achieve that goal is a sure winner.

To facilitate faster, easier, and more consistent customization of MS Dynamics CRM 2011 forms, 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 the user to define business rules using existing CRM forms in the company’s terminology. No coding is required. Click a button, and CRM Rules! generates and deploys the JScript code into CRM. It is already a hit with early adopters. Said developer Kimberly Fain, “I always get excited when I start using it.... Maybe it’s the developer in me but the thought of creating something super fast makes me happy.”

By eliminating the tedious and time consuming aspect of coding, IT professionals, developers, and users alike will benefit from this timesaving tool. Microsoft ISV developers can bring new products to market quicker. VARs can prepare tailored demos to prospects in a fraction of the time and cost while also reducing the amount of coding that must be outsourced. Business IT professionals can implement changes in minutes rather than hours. CRM Rules! frees up time to focus on more complicated issues, thereby greatly enhancing the efficiency of the entire company. CRM Rules! is essential to creating consistent, efficient, and bug-free JScript code across all CRM forms across your organization.

CRM Rules! is intuitive and easy to use. It works seamlessly with your Microsoft Dynamics CRM 2011 implementation, both in the cloud and on-premise. “CRM Rules! extends the ease with which MS Dynamics CRM can be customized, says Bill Allen, CEO of Key Business Assets and recipient of the Microsoft Circle of Excellence Award. “There is truly a need for something like this in the market.” Unveiled at the Microsoft Dynamics CRM User Group (CRMUG) meeting in November, it is now generally available to everyone.

CRM Rules! was developed by Visionary Software Consulting, Inc., a Microsoft Certified Technology Partner. Visionary Software has engineered products and solutions used by thousands of users since Microsoft CRM 1.0. Visionary is located in Portland, OR. For more information on CRM Rules!, contact Bob Camper, VP of Sales, at [Bob.Camper@vsCRM.com](mailto:Bob.Camper@vsCRM.com) or 877-CRM-1942. Visit [www.CRM-Rules.com](http://www.CRM-Rules.com) for more details.

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