

Commence Relaunches Global Channel Program in Partnership with Phoenix Fire

New Partnership Will Bring CRM Products to Domestic and International Resellers

Eatontown, NJ — December 12, 2013 — [Commence Corporation](#) (Commence), a leading provider of SaaS and on-premise Customer Relationship Management (CRM) solutions for small and medium-sized businesses (SMBs), today announced its partnership with [Phoenix Fire Inc.](#), a top business development agency specializing in partner channel development within the technology sector. This strategic partnership will bring Commence's CRM products to new resellers and customers and demonstrates the company's commitment to global expansion.

"Relaunching our channel program will allow Commence to have a larger footprint with local resources that can sell our product and assist customers with implementation, training and customization," said Larry Caretsky, President and CEO of Commence. "We are excited to work with Phoenix Fire; the company's proven expertise in building partner ecosystems will help Commence quickly expand our sales and marketing channels with business partners best positioned to meet the rapidly increasing demand for SaaS CRM by SMBs."

With decades of experience in the field, Commence has established itself as one of the world's foremost developers and suppliers of CRM. This easy-to-use software grants businesses a large variety of useful tools, such as sales tracking, contact management capabilities, data analysis, and social networking functions. Commence's CRM solutions are available on-site, over the Internet, and via third-party hosting. The company also maintains a team of expert engineers and customer service representatives who provide first-rate support services.

"Commence offers the industry's only CRM solution that has simple to use enterprise functionality," said Daniel Ervin, CEO of Phoenix Fire. "As the SMB community increasingly demands integrated application suites that include CRM, our partner channel growth strategy enables partners to expand their solution portfolios, grow their business and increase profits without investing time or money in developing their solution."

About Commence

Established in 1988, Commence Corporation is a leading provider of Customer Relationship Management software. The company's products are designed to provide growing businesses with flexible solutions that leverage the cloud for managing sales execution, marketing and customer service. Commence CRM is used by several thousand businesses around the world and supported via a worldwide distribution network in North and South America, Europe and Asia Pacific. For more information visit www.commence.com.

About Phoenix Fire

Phoenix Fire Inc. is a business development agency that specializes in business partner channel development within the technology sector. Since 1995, the company has engaged with over 12,000 companies worldwide. Phoenix Fire has also been retained by three of the top 10 global software companies. The company has deep technology expertise in areas such as, but not limited to Application Development, Communications, Cloud Computing, CRM, Data Management, eDiscovery, ERP, Financial & Legal Management, Social Business, Systems Management and Security. For more information, please visit www.phoenixfireinc.com.

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