Recognition PR signs three new clients

Recognition PR signed three new clients in February - Eclipse Computing, Callidus Software and WebEx Communications. Eclipse Computing is a wholly-Australian owned reseller/integrator that delivers a full range of business solutions with a focus on the mid-market. It is the number one reseller in Australia of Microsoft Axapta, PayGlobal, Pivotal CRM, Sun Systems and equal first for Microsoft Great Plains. World-wide, Eclipse is in the top one percent of resellers by revenue for Microsoft Business Solutions. Following a competitive pitch, Eclipse Computing has retained Recognition PR to increase its corporate profile in the media and raise awareness of its services and expertise within target markets. Callidus Software has opened its doors in Australia and has engaged Recognition PR on a project basis. Callidus Software is a Nasdaq-listed company, which provides software solutions for managing enterprise incentive compensation and commissions programs. Callidus Software's Enterprise Incentive Management (EIM) programs give companies greater control over their incentive and commissions programs and provide a clear audit trail to comply with corporate governance practises. Callidus Software's Australian PR campaign will focus on building relationships with key media to raise awareness about the company, its products and its plans for the Australian market. Webex Communication's PR campaign will be managed from Recognition's Melbourne office. WebEx provides online meeting and Web conferencing services via its Australian distribution partner, Telstra. To use WebEx services companies simply need a Web browser and Internet connection. WebEx brings interactivity to online meetings between employees, customers and partners. WebEx's Australian PR campaign will focus on raising awareness of the service and educating the market about WebEx's functionality and ease of use. About Recognition PR Recognition PR is an independently-owned, Australian-based ICT specialist PR firm. It represents more than 25 leading multinational and local ICT companies in Australia and has offices in Sydney and Melbourne. For more information about Recognition PR, please go to www.recognition.com.au

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