



## Expert Solution Providers partners with FrontRange Solutions - CRM shifts emphasis to business needs

FrontRange Solutions has announced its partnership with Expert Solution Providers (ESP), a New Zealand-based reseller who is using customer relationship management (CRM) to shift the emphasis to customer business needs, rather than technical needs. John King, managing director, Expert Solution Providers, said, Using CRM means we were able to get to know our customers businesses and how they need to change to suit their customers. Traditionally, ESP provided technical networking support to New Zealand businesses across industries from legal to government. The market is changing with more emphasis on what customers want. ESP chose FrontRanges GoldMine and FrontOffice solutions because: they work with Web- and SQL-based packages so businesses can maximise what they already have so businesses can use it as a framework for new business. ENDS

**Background:** About FrontRange Solutions Inc FrontRange Solutions Inc. develops market-leading customer relationship management (CRM), and service and support software. Marketed under the award-winning GoldMine and HEAT brands, FrontRange Solutions provides CRM, e-business and e-commerce solutions to small to medium-sized organisations. Headquartered in Colorado Springs, Colo., the company sells its products and services worldwide through a direct sales force, value-added resellers and other distribution partners. Employing over 750 people, FrontRange Solutions has regional offices in Pacific Palisades, California, and Chicago, Ill. International offices are located in the United Kingdom, France, Germany, Italy, South Africa, and Australia. [www.frontrange.com.au](http://www.frontrange.com.au) GoldMine, GoldSync, HEAT and other FrontRange products and brands are registered trademarks or trademarks of FrontRange Solutions Inc. in the U.S. and/or other countries. Other products and brands are registered trademarks or trademarks of their respective owners/companies.

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