

Legrand Partners with Dataworks for Australian Distribution of Legrand CRM Software

Legrand Software, manufacturers of Australia's most practical and effective CRM software for SMEs, have signed Melbourne based company Dataworks as national distributors of their CRM software application. This agreement will see Legrand CRM Software available throughout Australia via major retail outlets such as City Software, Dick Smith, Domayne, Harris Technology, Harvey Norman, ISH and Officeworks. With extensive experience in successfully working together with independent producers and partners to bring software solutions to market, this agreement will provide distribution through major IT retailers as well as a retail presence for Legrand through established and recognised vendors. Legrand CRM Software is a business tool that enables SMEs to effectively manage the key activities of their business by delivering a complete and thorough view of your business relationships at a glance. Legrand Software allows users to build better customer relationships, create stronger business leads and in doing so really impact on the bottom line. Legrand has been developed specifically with the needs of small to medium sized businesses in mind. Users can be instantly informed of all customer communications and activities and immediately see the practical benefits. Ken Kozak, Business Development Manager for Legrand comments, Dataworks has substantial Australian retail channels, so we were expecting this agreement to have a huge impact on our market reach. With Dataworks having retail distribution in 30 countries around the world, the potential reach for our product extends well beyond Australia. Established in 1985, Dataworks are Australia's leading edutainment CD-ROM publisher and recognised as a leading distributor of locally produced software, providing production and distribution services for more than fifty Australian content owners and brand licensors. Clients include the ABC, Telstra, CSIRO, Curriculum Corporation and XSIQ, with popular CD-ROM titles such as Humphrey Bear, Bananas in Pyjamas, Crocadoo, The Wiggles, Play School, Hi-5 and The Magic Pudding. Dataworks General Manager Brad O'Brien said, We see Legrand as an exciting new product that combines power, ease of use and affordability in a way that marks an important step forward for the whole CRM software category.