



## Mercury SMS launches on to the Cirrus Insight Inbox Apps Marketplace

Have real-time 'chat' conversations with your Salesforce Leads and Contacts direct from your Inbox!

Melbourne, Australia - 17 June 2016. Aprika Business Solutions (Aprika) is excited to announce that Mercury SMS is now available on the Cirrus Insight Inbox Apps™ Marketplace. Cirrus Insight enables Salesforce application developers to bring their CRM applications into Outlook and Gmail. Now you can communicate via SMS with your Leads and Contacts right from your inbox!

"Mercury SMS provides Salesforce customers with the ability to communicate with their customers via text-message. With many of our customers already using Cirrus Insight, we're very excited to be bringing the ability to send and receive SMS messages to Cirrus Insight and into Gmail and Outlook. With access to Mercury SMS direct from your inbox, our customers will be able to have real-time text conversations with their Salesforce Leads and Contacts directly inside their inbox!" says Colin Johnson, Founder & Managing Director of Aprika.

Mercury SMS is a feature-rich two-way text messaging solution built natively on Salesforce. With the ability to send outbound messages manually, automated via workflow processes or scheduled for delivery at a particular date/time, it provides Salesforce Users with an effective, personal communication channel to their prospects and customers.

"We couldn't be more excited to have Aprika join the Cirrus Insight Inbox Apps™ Marketplace. Joining the marketplace is a true partnership since Cirrus Insight users get access to amazing apps like Mercury SMS and app makers get to extend their product's functionality to where their users spend their days, namely the inbox" says Ryan Huff, CEO & Co-Founder of Cirrus Insight.

Mercury SMS is available from the AppExchange – [www.aprika.com.au/me-app](http://www.aprika.com.au/me-app) .

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### About Mercury SMS

Mercury SMS is a two-way text messaging solution that runs on the Salesforce.com App Cloud. It enables Salesforce.com Users to communicate with their clients and prospects via SMS. It provides the ability to send individual and bulk text messages and to receive inbound messages, all from within the world's #1 CRM system.

### About Aprika Business Solutions

Aprika Business Solutions provides Software as a Service (SaaS) solutions that integrate with the cloud-based CRM system Salesforce. Based in Melbourne, Australia, Aprika prides itself on exceeding client's expectations. Its core focus is on delivering productivity boosting applications that extend the value of a clients CRM system, underpinned by first-class support.

### About Cirrus Insight

With over 1,000 5-star reviews, Cirrus Insight is the #1 app for integrating your CRM with your inbox. Cirrus Insight saves salespeople time and makes their lives easier by allowing them to do all of their workflows right from the inbox.

Salespeople can track and log emails, schedule meetings, set follow up reminders, and update CRM records, right from Gmail, Outlook, Office 365, iPhone, iPad, and Android. You can start a free 14-day trial of Cirrus Insight at: [www.cirrusinsight.com/install](http://www.cirrusinsight.com/install)

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