

## Aaromba awarded Microsoft CRM Partner of the Year in Xpress time

**Sydney, NSW, 20 September, 2007:** Microsoft Gold Partner Aaromba has been awarded CRM Partner of the Year after only one financial year as a Partner. The award was presented at the Annual Microsoft Partner Conference held on Hamilton Island in August 2007.

In this short time Aaromba have identified themselves as a force to be reckoned with for both large and small CRM implementations courtesy of their Xpress ROI™ package for Microsoft Dynamics™ CRM and their proven ARPIM™ methodology.

“Aaromba provided outstanding examples of their work using Dynamics CRM to win this award,” said Ms Pip Marlow, Director SMB and Channels, Microsoft Australia. “We look for many factors when we select our winners, from their solutions right through to their commitment customer satisfaction. Aaromba performed strongly across all the judging criteria so it really was my pleasure to present them with the Microsoft CRM Partner of the Year Award”.

The XpressROI™ program delivers a rapid implementation of the solution within 2 to 3 weeks, for a fixed price and fixed scope.

“With XpressROI we wanted to bring to the Australian market a truly unique method of implementing a CRM solution and build on our already proven ARPIM methodology,” said Antony Dutton, Managing Director. “Many organisations can relate to new software implementations running over time and budget, meaning the benefits of using the solution are delayed.”

“From our many years of implementing CRM solutions we identified the key components of a CRM solution that customers gain most value from and developed a program that focussed solely on these. By focussing on these core modules we were able to develop the XpressROI program that is fixed in scope, has a fixed price and can be completed within several weeks.”

“XpressROI customers can rest easy that their CRM project will be delivered on time, to budget, and have a stage one CRM design with all the foundations of a fully customised solution,” said Antony.

Winning the Microsoft CRM Partner of the Year means great opportunities for Aaromba, and has spurred company directors into action. On a high from this great achievement, Antony and the other Management staff of Aaromba around the country are planning to meet the upcoming challenges head on, building recent successes working with Hitachi Construction, the Willson Group, Diversified Exhibitions, Messages On Hold, Therapy Focus, Customers ATM, Integral Energy and Groenveld.

“We are honoured and excited about our win. The key is to maintain our status and drive the benchmark even higher. We have a number of projects underway right now to make sure Aaromba is recognised as the leader in CRM for the Asia Pacific region and beyond.” Antony echoes the thoughts of all of the Aaromba Consultants.

“The next stage is to build on our successful six years as the leading provider of CRM consultancy services in Australia having worked with some of Australia’s most recognisable companies such as Macquarie Bank, NAB, Cricket Australia, NineMSN, BHP Billiton, BMW, Loreal to name a few.”

A key component of Aaromba’s success has been the use of the ARPIM™ project methodology which allows Aaromba to deliver projects to meet business expectations on time and budget.

“ARPIM is a methodology developed from years of experience which provides clarity and certainty for clients” Dan Dickens, Professional Services Director comments.

“We eliminate scope creep and budget blowouts by identifying business expectations at the project commencement and by working to a clear project plan with regular project reviews and approvals throughout. Clients know exactly what will be delivered all the way along.”

“Most of these people have previously had poor experiences with IT projects. The only surprise with working with Aaromba is usually that of amazement that we’ve delivered on time, to budget and to the result the expected.”

Aaromba holds regular events educating customers about CRM and Service Desk solutions such as the Microsoft Dynamics™ CRM and the XpressROI Roadshows currently scheduled for Brisbane, Sydney, Perth and Melbourne.

“The events are a great introduction to the features Microsoft Dynamics™ CRM delivers building on the existing Microsoft applications most companies use, and an insight into the XpressROI program,” said Dan.

# Media Release



## About Aaromba

Aaromba is a specialist in improving customer profits. Using best of breed technology and methodology, Aaromba provides solutions designed to improve sales and marketing, service desk and customer service, and provide visibility of performance for management working with over 800 clients.

Every Aaromba consultant has sound knowledge of business strategy, certifications in our range of software applications and are recruited from all over the world. Aaromba has developed comprehensive workflows leveraging our knowledge and best practice methodology, ensuring our clients receive unrivalled solutions.

Understanding the Australian market, Aaromba maintains a national presence as well as local staff in Sydney, Melbourne, Perth and Brisbane.

With the advantages of today's technology, Aaromba also support clients as far reaching as Japan, Hong Kong, USA and Europe. The main driver for all Aaromba staff is 'Results Matter' no matter how small or large your organisation.

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