

## Power-CRM & InsideView Announce Strategic Partnership

**Power-CRM embeds Sales & Marketing Intelligence in its CRM platform by forming a partnership with InsideView.**

Marlton, NJ – March 30, 2020 – Power-CRM, Inc. and InsideView Technologies, Inc. are proud to announce they have finalized an agreement to embed InsideView Insights data intelligence in Power-CRM.

Data is one of the most valuable assets in existence and critical to the success of every marketing and sales organization. InsideView Insights is a Sales & Marketing intelligence solution that aggregates B2B data from over 40,000 sources. Insights identifies and updates missing data in company & contact records, displays firmographic information and provides the ability to find and add key contacts to a CRM system among many powerful features.

Power-CRM is a next-generation, cloud-based CRM software solution built on the Microsoft Dynamics 365 and Powerapps platforms. Power-CRM offers full functionality for marketing, sales and customer service at one of the most affordable price-points in the market.

*“Our partnership with InsideView is key in our mission to provide the best CRM platform on the market at a price point that any size business can afford. Incorporating Insights into Power-CRM provides immense value to our customers and equips their marketing & sales teams with the best B2B data available right inside Power-CRM. We are already working on incorporating additional InsideView tools like automated lead enrichment and Data Integrity into Power-CRM.”* said David J Buggy, CEO & Founder of Power-CRM.

*“We are thrilled to partner with Power-CRM and incorporate high quality B2B customer intelligence into their CRM to improve data management and drive higher CRM adoption. There’s never been a more important time to ensure your customer and prospect records are accurate and complete. We all need to do “more with less” and InsideView drives higher sales productivity. Power-CRM truly understands the CRM market and we are excited to help power their platform.”* said Heidi Bamburg Tucker, Vice President of Global Alliances.

### About Power-CRM

Power-CRM is a next-generation, cloud-based Customer Relationship Management solution built on the Microsoft Power Platform, a leading rapid-low code application development platform. Power-CRM’s mission is to solve the problems that lead to greater than 50% failure rate of CRM initiatives. Power-CRM is more than just CRM software, it is the first complete platform for Customer Relationship Management incorporating onboarding and ongoing user adoption alongside the best CRM functionality available.

Learn more at <https://power-crm.net> or by calling 888-CRM-POWR (888-276-7697).

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