



ASC Announces Salesforce CRM Integration Middleware Solution

Ottawa, Ontario, (July 21, 2010) – Advanced Software Concepts Inc. (ASC), provider of tailored industry-specific Contract Lifecycle Management (CLM) solutions is excited to announce the immediate availability of ASC's Salesforce Customer Relationship Management (CRM) Integration Middleware solution.

ASC's Salesforce CRM [Integration Middleware](#) provides seamless integration with the Force.com AppExchange platform to give you complete control of contractual commitments and milestone management without ever leaving your Salesforce account. ASC's Salesforce solution provides relief for most of your business challenges such as:

- Creating accurate and error-free customer agreements in a timely manner.
- Frustrating time delays associated with getting contracts approved.
- Missing critical milestones.
- Incurring milestone related financial penalties.
- Locating misplaced customer agreements, especially after sales people leave.

ASC's "turnkey and out of the box" Integration Middleware or "build-it-yourself" [Web Services API](#) solutions easily integrate with all major CRM, ERP or other external systems such as Salesforce, SAP, Oracle, Microsoft, Peoplesoft, etc.

"We are thrilled to provide customers with an Enterprise Contract and Document Management solution that frees them from vendor lock-in. Our solution's unique ability to integrate with all major CRM, ERP and other external systems allows clients to resolve the contract and document management business challenges experienced across their entire enterprise" says Shawn King, President and CEO of ASC.

Both our standard "out of the box" Integration Middleware and our "build-it-yourself" Web Services API solutions shorten quote to cash transactions while managing every aspect of the contracting process including:

- Dynamic contract generation with pre-approved clauses.
- Automated imaging and indexing of signed agreements with bar-codes.
- Notifications in advance of key milestones.
- Central repository of all contracts available in simple hierarchical views.
- A robust searching and reporting engine to help gain valuable business insight.

About Advanced Software Concepts Inc.

Advanced Software Concepts (ASC) is a tailored Contract Lifecycle Management (CLM) solutions company focused on the Communications, Financial Services and Energy and Utility industries and on those organizations with similar business processes to these industries. ASC offers ASC Contracts™, a robust, scalable and highly extensible CLM software platform designed especially to support the CLM needs of particular industry segments. Combining ASC Contracts™ with market specific expertise and an iterative development approach, ASC deploys tailored, customer-specific solutions for the secure creation, approval, storage, and monitoring of legally binding agreements. For more information visit: www.ascontracts.com

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