

CRM goes mobile

Earlier this week, Maximizer announced that its mobile CRM solution is now available for the HTC Google G1 smartphone. The touch-screen Google G1, which debuted in late Q3 2008 with T-Mobile, is powered by Google's open source platform and operating system, Android. By accessing Maximizer Mobile CRM through a wireless web browser, sales and service professionals may now view and update customer, sales and service information in real-time, directly from the smartphone to the corporate CRM system.

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