

# Announcement

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*For immediate release*

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## Beagle Research Group Recognizes Emerging CRM Vendors

*Announces first annual 'WizKids' award for advances in CRM*

Stoughton, MA, January 31, 2005 — Beagle Research Group announced today the recipients of its first annual CRM WizKids award given to companies that advance the frontiers of customer relationship management (CRM). The award is given jointly to eleven vendors and their customers whose stories are catalogued in the report, *CRM WizKids: Taking CRM to the Next Level* published today by Beagle Research.

“We are delighted that so many outstanding emerging companies took the time to tell us about their customer successes,” said Denis Pombriant founder and managing principal of Beagle Research Group. “That so many companies are still entering this market demonstrates just how vibrant a market it is and how important CRM has become to the business community,” he added.

The vendors and customers highlighted in the report include: PAR3 and US Airways, Walker Information and Microsoft Business Solutions, Interface Software and Duane Morris LLP, Point of Reference and StorageTek, References-Online and Sun Microsystems, NetSuite and Pioneer Organics, Eloqua and Interland, Aplicor and Host.net, Parature and Wasp Bar Code, Salesnet and Harris Corporation, and Proficient Systems and Inter-Tel.

Individual case studies are available at the vendor Web sites and the complete report is available at [www.beagleresearch.com](http://www.beagleresearch.com) and at [www.bitpipe.com](http://www.bitpipe.com).

### **About Beagle Research Group**

Beagle Research Group was founded in 2003 by Denis Pombriant, a well known CRM market analyst and thought leader, to serve the research and analysis needs of emerging companies in the CRM market. The company researches trends, emerging technologies and companies that will have an important impact on the way business is conducted in the years ahead. Beagle Research Group offers strategy and market analysis both to emerging companies and to investors interested in understanding evolving trends in the CRM market.

### **Beagle Research Group**

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