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David Fretwell
CEO, ZY Solutions

New ZY Solutions Partnership with CoreMotives Delivers Sophisticated, Effective Email and Web Marketing Solutions for Microsoft Dynamics CRM

Chicago, IL (November 17, 2011) – ZY Solutions Corp., an innovative information technology and multimedia consulting company, is helping clients target and communicate with customers better through a new partnership with CoreMotives, a global leader in marketing solutions for Microsoft Dynamics CRM.

ZY Solutions helps companies integrate Microsoft Dynamics CRM with CoreMotives’ rich email and web marketing solutions, eliminating the need for a third-party email marketing system while allowing direct campaign tracking in a familiar CRM environment. It’s a powerful combination that gives sales teams actionable information they can use to target and qualify quality leads while uncovering new opportunities for sales and growth.

Embedded directly within Dynamics CRM to provide users with valuable information in one centralized location, CoreMotives’ advanced solutions are designed to enhance:

- Email marketing
- Lead scoring
- Web visitor tracking
- Nurture marketing
- Web forms
- Surveys
- Alert notifications

CoreMotives’ cost-effective solutions add significant functionality to the base CRM marketing model while eliminating time- and money-wasting inefficiencies. No longer do companies need to cobble together a “square peg/round hole” process that includes managing campaigns within CRM and then executing with a disparate email system. And because all CoreMotives’ solutions are based on the Windows Azure cloud, there’s no software to install or maintain, which means low-cost operations.

“Companies today are looking for ways to cost-effectively leverage information from CRM for critical marketing activities,” said Rhett Thompson, CoreMotives Co-Founder. “With our solutions, emails are sent within Dynamics CRM, leads are scored to help salespeople use their time more effectively, more valuable information is gleaned from clients’ corporate Web sites, and more actionable information can be given to sales and marketing.”

“Our proven expertise, combined with CoreMotives’ integrated software, gives companies a one-of-a-kind combination of consulting services and product features,” said David Fretwell, ZY Solutions CEO. “With ZY Connect’s Dynamics CRM experience and ZY Media’s marketing expertise, this new partnership provides proven marketing solutions to companies in virtually any vertical.”

About CoreMotives

CoreMotives is the number one marketing automation vendor in the Dynamics CRM space, with over 700 clients in 30 countries. Offering email marketing, lead scoring, web visitor tracking, nurture marketing, web forms, surveys, and alert notifications all embedded within CRM, CoreMotives enables clients to detect, track and target prospects interacting with their website or other marketing assets. CoreMotives is Marketing power for Microsoft Dynamics CRM. For more information, visit www.coremotives.com.

About ZY Solutions Corporation

ZY Solutions is an information technology and multimedia consulting company that specializes in innovative solutions that allow businesses to quickly gain insight into operations, automate processes, build relationships, generate growth, and develop new capabilities. By offering professional interactive media services, paired with best-in-class technical expertise and support, we can deliver focused strategic solutions from design to execution. For more information, visit www.zysolutions.com.

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