

Media Information for Immediate Release
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Leeds City College chooses Caltech CRM to implement Microsoft Dynamics CRM

Leeds City College has selected Batley based Caltech, one of the UK's leading suppliers and implementers of Customer Relationship Management (CRM systems), to bring the power and efficiency of Microsoft Dynamics CRM to its organisation and IT systems. The new technology will handle key processes for Leeds City College and is considered to be a vital system in the continuing development of the newly merged college's links with its many business customers.

Based in Leeds, West Yorkshire, Leeds City College chose Caltech through the tender process because of its expertise working with the solution, as well as its experience in implementing CRM to such high standards for other clients.

Leeds City College, led by Principal and Chief Executive Peter Roberts, is one of the largest and most influential colleges in the country with over 45,000 students and a turnover of £80m a year. Leeds City College recently celebrated winning its first prestigious Heist Award, in recognition of its marketing launch campaign.

"We expect the move to Microsoft Dynamics CRM to provide significant value for our college," said Paul Titman, Business Manager - Computing (who is managing the implementation of the system) at Leeds City College. "The programs and features are familiar to our people and flexible for our needs. Caltech's expertise with Microsoft Dynamics made them the right choice to help make this project a success." Paul can be contacted by email – paul.titman@leedscitycollege.ac.uk for reference purposes.

"Microsoft Dynamics CRM provides high value for our customers, along with an architecture that enables us to easily tailor CRM to fit the specific needs of Leeds City College. The education sector is an exciting market so it's fantastic to be working with such an influential organisation," said Rob Walwyn, project manager at Caltech CRM.

"Caltech is truly helping demonstrate the power of Microsoft Dynamics through this new solution for Leeds City College," said Doug Kennedy, vice president, Microsoft Dynamics Partners at Microsoft Corp. "We congratulate Caltech for securing this opportunity and welcome Leeds City College to the Microsoft Dynamics family."



Notes to Editors:

Caltech is one of the UK's leading suppliers and implementers of Customer Relationship Management (CRM) software. It works with clients to manage their customer contact strategies, operational processes and daily business functions in order to maintain audience loyalty, increase awareness and ultimately drive sales. This is achieved by recommending, implementing and developing the very latest database technology including; Microsoft Dynamics CRM, GoldMine, HEAT and ACT! by Sage. Integration is at the heart of CRM so Caltech only implements systems that work hand in hand with a client's existing software from accountants systems to telephony packages ensuring optimum benefits and results every time.

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