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[May 4, 2005]

Salesboom Now Multilingual

By [David Sims](#), TMCnet [CRM](#) Alert Columnist

Canadian on-demand CRM and SFA – hey, at least they’re honest enough not to pretend they’re the same thing – provider Salesboom.com has announced the addition of multi-lingual support to coincide with its Salesboom.com v5.0 CRM release.

MYTH #39
WITH IP TELEPHONY, VOICE IS JUST
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TO YOUR DATA NETWORK.

FACT #39
AVAYA IP TELEPHONY IS THE GLUE
THAT CONNECTS YOUR PEOPLE,
APPLICATIONS AND NETWORKS.

AVAYA

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The new Salesboom CRM improvements, already in effect, allow global users to type in any character set they desire, fully allowing users to store information in both their regional format as well as with accented and other special character types.

Newly supported languages include French, Spanish, Mandarin, Cantonese, Arabic, German, Italian, Swedish, and Dutch, amongst many others.

The new update was applied transparently and seamlessly to the Salesboom.com suite of CRM [solution](#) service via the on-demand Internet, and is already accessible to all users of the Salesboom.com on-demand service.

Salesboom VP of Sales Aziz Samarraï said the company has a “strong presence” in Central America, the Middle East and Southeast Asia, areas of “important focus” for the company: “It's another step in making sure that your global business has international CRM support.”

The new multi-lingual support for the Salesboom.com web-based [small business](#) CRM software will allow users to enter records, such as Contacts, Leads, Accounts, or Contracts, in multiple different character sets for languages including French, Spanish, Chinese, Arabic, German, Italian, Dutch, Turkish, Persian (you know, for your company’s Iranian operation) and others.

This added support would help in transcribing regional information, such as names and addresses, in their proper and standard format instead of needing to translate it to English or remove accents.

Rami Hamodah, president and co-founder commented “This will very directly lead to Salesboom being offered in various languages.” Noting that their hosted CRM software solution is offered to customers in “the United States, Canada, United Kingdom, Germany, Australia, New Zealand, Netherlands, Mexico, Singapore, Egypt, France, Saudi Arabia, Belgium and beyond,” Hamodah says localized CRM versions in Spanish, German, and Arabic will be presented “to our local and global markets at a later time this year.”

[David Sims](#) is contributing editor and CRM Alert columnist for TMCnet.

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