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tablet.

“Apteon believes that CRM solutions struggle when they try to be ‘all things to all people.’ With that in mind, we’ve rethought the traditional look and feel of CRM to meet the needs of today’s hyper-connected, mobile sales users,” said Matt Keenan, vice president, CRM Product Group, Apteon. “Pivotal 6.5 delivers real solutions - specialised sales capabilities, including customer, contact and opportunity management - and real results that will provide the productivity and efficiency that salespeople require both in the field and in the office.”

The newest version of Pivotal features new UX capabilities based on specific input from the customer base, including: Enhanced options for the mobile sales user such as creating emails, appointments and tasks as well as having access to their calendar while in the field, and an Action Centre that allows users to create their own dashboard by adding graphs or searches.

Enhanced options in CRM

03/06/2015 | Channel: [IT / Technology](#)

Apteon has launched Pivotal 6.5, the latest version of its enterprise-class CRM (Customer Relationship Management) solution designed to address a wide range of business challenges across all areas of CRM, including sales automation, marketing management and customer service delivery.

Pivotal 6.5 features a completely redesigned sales automation user experience that enables secure, mobile access from any laptop, desktop or

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