

Corelynx to offer market-specific CRM customisation solutions to global entrepreneurs

NEWARK, US: [Corelynx](#) has plans to offer exclusive cloud CRM customisation solutions to entrepreneurs in the global market. The California-based firm is in operation since 2006 and has made quite a name for itself in offering software customisation solutions using open source.



Cloud adoption has earned great popularity in the last few years. Companies now are more confident than before to have their data hosted in a remote server as they are experiencing economical as well as competitive advantages in moving their business software to cloud environment. Hosting customer relationship management in the virtual environment resulted in better management of sales and improved customer retention rate. Firms that have already adopted cloud CRM solutions are experiencing significant improvement in their return on investment. The market research firm Gartner has predicted a growth of 50% in cloud CRM adoption by enterprises by 2020.

Customisation facilitated

Adoption of SaaS CRM also allows firms to customise the platform that is more suitable to conduct business. Firms are more in favour of adopting a CRM solution that allows them easy customisation of the interface. CRM customisation is now one of the fastest growing markets worldwide. Open source CRM programmes such as Salesforce and SugarCRM allow clients to customise the platform to meet their respective industry requirements and are most popular.

Corelynx was one of the early adopters of cloud computing and has garnered experience in offering software customisation solutions using open source. Sugar CRM customisation is one of their core expertise areas that includes building custom applications, migration to Sugar CRM, integration and installation of CRM to business environment.

The company has built a resourceful team of software professionals to offer market specific customisation solutions to clients. They work with client from beginning to end to help him custom built his SugarCRM platform. Their success lies in implementing innovative and timely solutions.

Expansion plans

Corelynx currently has plans to expand its client base and enter the international market as one of the primary CRM customisation solution providers. To achieve the target it has already started a development centre at Salt Lake City of

Kolkata, India.

"We have tasted success in the domestic market and now have plans to introduce ourselves as global player for custom-built CRMs. With timely execution of our plan we are optimistic that we can become a trusted name for all your customer relationship management software solution in the coming days," said Manash Chaudhuri, CEO, Corelynx Inc.

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