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appStrategy releases integration and automation solution for Microsoft Dynamics CRM 2011

Workflow-Driven Platform Delivers Next-Generation Integration & Automation Features for Microsoft Dynamics CRM 2011 Users

KALAMAZOO, MI – April 18, 2011 – appStrategy, Inc., a leading provider of migration, integration and automation software solutions, today announced the availability of appCompass 5.0, a workflow-based migration, integration and automation system for extending and automating processes with Microsoft Dynamics CRM 2011.

"Microsoft Dynamics CRM 2011 delivers a powerful and flexible foundation for partners to build innovative CRM solutions," said Brad Wilson, general manager, Microsoft Dynamics CRM product management. "The new solution by appStrategy is an example of a partner taking advantage of the single development environment for Microsoft Dynamics CRM across the cloud and on-premise deployments to meet the critical business needs of our customers."

The appCompass 5 product suite is the first enterprise-grade integration solution that builds on the latest editions of Windows Workflow Foundation and Windows Communication Foundation to integrate cloud, on-premise and legacy systems with Dynamics CRM 2011. The system integrates all popular databases, ERP systems, file systems, SharePoint 2010, Active Directory, Exchange and cloud services with Dynamics CRM 2011 and Dynamics CRM 2011 Online.

"For Microsoft Dynamics CRM users, the most compelling feature of appCompass 5 is the fact that they can now compose and deploy declarative integration, migration and automation workflows without writing a single line of code. All that is required to deploy powerful appCompass-generated workflows in Microsoft Dynamics CRM 2011 is to simply register the workflow," said Greg Ozuzu, founder and CEO of appStrategy. "Our new appCompass Workflow Studio gives users an integrated environment for generating solutions that seamlessly extend Microsoft Dynamics CRM 2011 processes."

Available in Professional and Enterprise editions, the appCompass 5 suite includes the appCompass Workflow Studio, appCompass Workflow Server, workflow activity modules, connectors and plugins for Microsoft Dynamics CRM 2011 and Microsoft Dynamics CRM Online. Pricing is flexible and is based on workflow modules and connector platforms.

About appStrategy

appStrategy, Inc. is a leading independent provider of migration, integration and automation software solutions. appStrategy's products include appRadius – the premier rapid application development (RAD) system for customizing and extending Microsoft Dynamics CRM, and appCompass – a workflow-based migration, integration and automation suite. appStrategy supports its worldwide partners and customers from its headquarters in Kalamazoo, Michigan, USA and EMEA offices in Paris, France.

appCompass and appRadius are trademarks of appStrategy, Inc. Other products or service names mentioned herein are the trademarks of their respective owners.

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