

PRESS RELEASE

Axis Global Partners Enhances Organ Recovery Systems' Customer Visibility and Tracking with Sage CRM

Axis offers expert guidance, configuration and training of Sage CRM, resulting in a robust and highly functional system and process.

For Immediate Release

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Hoffman Estates, IL – February 11, 2013– Axis Global Partners, a consulting firm specializing in the implementation and support of Sage business management solutions for small and medium sized enterprises, implements and customizes Sage CRM for Organ Recovery Systems.

With Sage CRM in place, Organ Recovery Systems has jumped to a higher level of service by tracking help-line calls; viewing previous and scheduled training by customer, and sending out regular newsletters and other communication pieces. Luanne Rodgers, Vice President, Sales & Marketing for Organ Recovery Systems comments, "Axis provided an educated perspective as to what our long term needs would be and how we could utilize Sage CRM to obtain the visibility and efficiency we needed. Having a centralized location for our data has significantly improved our ability to optimize the use of our sales teams' time and effort so we can remain competitive, and provide superior service."

Tony Chiodo, Partner at Axis comments, "The great thing about CRM is its far-reaching functionality...once you get into it you can find more and more ways to improve the flow of information throughout your business. It is a piece of technology that will continuously provide a return on investment as you move forward."

With staff in the United States, Europe, and Brazil, Axis was faced with a unique challenge to help the Organ Recovery System team learn the software. Axis implemented a user-centric learning technique to encourage users to embrace the new system. Matthew Copithorne, General Manager, Sales & Marketing for Organ Recovery Systems praises Axis, "The educational challenge Axis faced was significant due to our multiple locations across the globe. The way they centralized our learning with a systematic and tailored approach was very impressive."

Lisa Kieres, CFO for Organ Recovery Systems comments, "I am consistently impressed with Axis. They not only understand what we need from a software standpoint, but also understand how to use these great tools to streamline our business processes, and provide invaluable management information to our team. They have guided our company in the purchase and installation of our ERP, Business Intelligence and CRM systems and have worked alongside our team to refine our processes making us more efficient

and profitable. I don't know how we would run our business without these tools and their assistance. They truly are a one of a kind advisor."

Tony concludes, "We were very happy to be able to assist Organ Recovery Systems with a new CRM application. We enjoy working with them because they are great people, and it feels good to know that they trust us enough to continue to engage us for assistance.

About Axis Global Partners

Axis Global Partners is comprised of experienced and passionate professionals that assist small and medium sized enterprises perform at the highest levels so they can create sustainable value for their customers and stakeholders. From strategy to execution we listen to your needs and strive to deliver solutions that exceed expectations. We will always provide services and products that commit to excellence; these will be judged by how well they deliver not only what we promise, but also by adding value that goes beyond what is expected. To learn more visit <http://www.axisglobalpartners.com>.

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