



For Immediate Publication

Dublin: 26th October 2016

Enbu Consulting builds partnership with Greytrix for enhancing Sage CRM Add-On Product Ecosystem

Enbu Consulting an Ireland based Global ISV and Sage Development Partner today announced the acquisition of their Sage CRM Product Portfolio by Greytrix, an ISV based out of India. This transition will allow Enbu Consulting to concentrate on some new initiatives in 2017 and continue to innovate in the enterprise application solution space, particularly in the integration field. Enbu Consulting will still sustain its Services offering in all areas of Sage CRM.

Over the past 11 years, Enbu built over 19 products to helping businesses to work more efficiently and effectively. These include Frameworks for integrating 3rd party applications and End-User Applications to help businesses manage key functional tasks. They also offer Business Solutions to manage members, field service engineers and training.

The combination of Greytrix with Enbu's Sage CRM Product portfolio will create a superior value proposition; enabling Greytrix to gain a competitive edge in CRM – ERP Market. This strategic endeavor will also benefit Sage CRM - Sage ERP clients to extend the capabilities of their existing integrations. Greytrix is committed to further invest in Sage CRM and its extensions building up an enhanced product with better functionality.

Fran Meggs, Director, Enbu Consulting, said - "Enbu Consulting is extremely proud of its Sage CRM products portfolio and is pleased that Greytrix is taking over our best-selling Sage CRM products. We are confident they would be able to build up and enhance the Sage CRM ecosystem. The combined effect of Greytrix – Enbu Sage CRM product portfolio will be a win-win situation for Enbu, Greytrix and Sage Partners. Thereby providing highest customer satisfaction by managing, supporting and maintaining products for existing users and new users under one shop."

Kumar Siddhartha, CEO, Greytrix, added - "The merger of Sage CRM products of Enbu Consulting with Greytrix marks the building block in Greytrix strategy of building a high quality product portfolio for Sage CRM. With a continuous focused investment in Sage CRM – Sage ERP Integrated environment, Greytrix projects to provide end users opting for integrated CRM deals with a world class CRM verticals and horizontals."

Founded in 2004, Enbu Consulting (Enbu) is all about using Technology to improve how companies do business delivering proven software solutions to companies in a vast array of industries, enabling them to successfully address issues around integration and business processes, such as – sales & pipeline management, lead generation, customer retention and service & support.

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Editor's Notes

About Enbu Consulting

Enbu Consulting is a CRM Integration Specialist. Worked with Sage CRM since its inception 1997, partnering with leading companies in Europe, US, Middle East, Asia, Africa and Australia. Enbu's rapid growth over the past decade has been based on the development of Sage CRM add-on modules combines with leading technologies, proven technical and business process expertise to deliver critical business solutions with consistently demonstrable ROI outcomes.

About Greytrix:

Greytrix – Sage Premier Gold Development Partner is a one stop provider for all your Sage ERP and Sage CRM needs. We provide complete end-to-end assistance for your pre-sales technical consultations, product customizations, data migration, system integrations, third party add-on development and implementation expertise.

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