

## Westwood Software Case Study

### CRM experts integrate SMS messaging.

**Westwood Software** specialises in providing IT consultancy, installation and development services for the Microsoft Dynamics Customer Relationship Management (CRM) system. The company also offers custom solutions to meet specific client requirements within Microsoft Dynamics CRM.

#### Customised CRM

Abdul Majid is a Director at Westwood, “As part of our customised CRM solution, Westwood makes use of the TextAnywhere Web Service which allows the sending and receiving of SMS messages. This innovative, timesaving solution is available to CRM users within their office premises and is also available to remote workers making use of the CRM online facility in the UK.”

#### SMS Communication Channel

Abdul added, “We have been able to sell our SMS solution as a business add-on to those clients who wish to use the SMS channel as a means of communicating with their customers. This has resulted in a new income stream for Westwood Software.”

#### Tech Support

Abdul revealed, “We received excellent technical support from the TextAnywhere technical team and have found the company to be very responsive when it comes to service or technical queries.”

#### No Software Required

Westwood customers can also make use of the TextAnywhere TextOnline facility which operates through the TextAnywhere SMS gateway and enables users to send SMS messages to mobile contacts anywhere in the world and receive replies by return. With organisation and personal address books available to each user, or integration with modern CRM packages, sending single or multiple messages is simplicity itself.

Westwood integrates the SMS facility into Microsoft Dynamics CRM. Through the provision of a comprehensive online administration and management dashboard, the TextOnline facility is a user and administrator’s dream.

## Setting Up CRM For Your Business

For information on the successful installation and implementation of the latest Microsoft Dynamics Customer Relationship Management suite, please contact Westwood Software at [www.westwoodsoftware.net](http://www.westwoodsoftware.net) or call the company on 07769 338727

## Secure Company

Since 2002, TextAnywhere has offered a range of text services that focus on reliability, ease of use, security and good value, backed by quality support from a financially secure, profitable organisation.

## Range of Services

TextAnywhere provides commercial and public sector organisations with text messaging services that enable the sending and receiving of SMS messages from individual desktops or handheld devices, through online and email applications. These can be through a simple pre-paid model or monthly account terms.

The company also offers a Developer Toolkit for clients to integrate texting in to their own applications, as well as a White Label service for partners who wish to offer TextAnywhere's services as their own, branded text messaging services.

If you would like to find out more about how TextAnywhere can help your business communications, please visit our website [www.textanywhere.net](http://www.textanywhere.net) or call the sales team on 08451 221 302, or email us on: [welcome@textanywhere.net](mailto:welcome@textanywhere.net).

