

Optevia Further Invests in its Business Development Team, Enhancing its Ability to Serve Public Sector Customers

Proven public sector Microsoft Dynamics CRM (MSCRM) reseller and integrator, Optevia, appoints Simon Robinson as Account Director responsible for business development and client management in the North of the UK and Ireland. Simon will use his extensive CRM and public sector knowledge gained over the last 15 years to help public sector organisations accurately and more quickly identify and define ways to improve their customer experience; then design and deliver effective solutions using Microsoft Dynamics CRM and Optevia's Essentials software products.

"Many MSCRM resellers and integrators still try to be "all things to all men" when approaching the market, but Optevia is different because it operates solely to the serve the public sector in the UK and Ireland," says Simon Robinson. This enables us to differentiate ourselves clearly in the market through understanding our customers' specific issues and drivers and also by building our own templates and software products which tailor Microsoft Dynamics CRM to address these challenges.

Optevia builds a range of solutions specific to customers' needs and also has the business and technical consultants with direct experience of the markets we are selling into e.g. in local government I can call upon one of our local government consultants who each have over 10 years experience delivering contact centre solutions solely to that market based on Dynamics CRM as well as solutions from competitive providers such as Northgate, Lagan and Capita. Optevia has a compelling proposition for the market and I hope to be able to add to Optevia's already credible skill-set."

Simon has nearly 15 years CRM experience. Prior to Optevia he was Head of Microsoft & BI Sales for Aspective, the Enterprise Application arm of Vodafone UK. Simon led Aspective's CRM and Business Intelligence sales division and successfully supported customers from across the public sector, media, financial services and the manufacturing industry.

Before Aspective, Simon ran his own CRM consultancy, Chartland, which was later acquired by software and services company, Touchstone. At Touchstone, Simon was CRM

Business Development Manager where he was instrumental in securing the then largest MSCRM consulting project in the UK at British Energy.

Tim Vernon, Managing Partner, Optevia comments: "Simon brings with him a career that has been dedicated to CRM.

His understanding of CRM and the benefits it brings to organisations is unparalleled. I am convinced with Simon on board we are strengthening our ability to serve the CRM needs of public sector organisations and are rapidly becoming the MSCRM partner of choice within the public sector."

About Optevia

Optevia is a proven, CRM reseller and integrator, dedicated to the UK and Ireland's public sector with a special focus on fire & rescue services, central government agencies and local authorities. Optevia also serves regulators and licensing & grant management organisations, including regional development agencies. Since helping launch Microsoft Dynamics CRM in January 2004, Optevia has evolved to become Microsoft's premier Dynamics CRM public sector partner successfully completing over 60 deployments. Optevia has a range of value-add sector specific Optevia Essentials software products for all of the public sector markets it serves and a range of cross sector Optevia Dynamics software products – Optevia Dynamic Audit, Optevia Dynamic Decision, Optevia Dynamic Correspondence and Optevia Dynamic Portal. These help reduce the cost & timeframe for delivering high quality, low risk Microsoft Dynamics CRM solutions. The Optevia Essentials and Optevia Dynamics software products are provided with a portfolio of supporting Optevia business analysis, design, development & deployment services, so helping ensure good end-user adoption, post implementation support, and a return on investment in Microsoft Dynamics CRM.

About Microsoft

Founded in 1975, Microsoft (Nasdaq "MSFT") is the worldwide leader in software, services and solutions that help people and businesses realise their full potential.

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