



# Visual Records is creating CRM software system for YMCA.

Visual Records Consulting, Inc., October 25, 2006

URL: <http://www.pr9.net/comp/development/4656october.html>

*Visual Records has been selected by the YMCA of Orange organization to create a custom Customer Relationship Management (CRM) software system.*

PR9.NET October 25, 2006 - Temecula, CA – Visual Records, a provider of Release of Information (ROI) software and integration and customization software solutions, is creating a Customer Relationship Management (CRM) software system for the YMCA of Orange organization. The YMCA of Orange organization, which services Anaheim Hills, El Modena, Orange, Olive, Santiago Canyon and Villa Park, provides a variety of physical fitness and mental well-being programs that teach character development

One of the primary goals for the YMCA of Orange organization this year was to decide on a CRM software system and have that system implemented by the beginning of 2007. The system would track their members, donors, partners and community resources, store this data in a centralized area, and would also be able to interface with their existing software systems.

After researching other CRM products on the market, the organization discovered that these products not only exceeded their budget, but they also did not address all their requirements and needs such as financial management. Therefore, the organization asked Visual Records to create a custom CRM system for them.

On October 10, 2006, Duke Lotherington, CTO of Visual Records, met with Dolores Marikian, CEO of YMCA of Orange; Matt Kruse, Program Director; and Donald Baddorf, Board Member, to discuss the scope of work for the project and requirements of the software system. Once a final agreement has been reached, Visual Records will begin working on the project, which is estimated to be completed by the end of this year. Some of the biggest benefits of the system are helping the YMCA of Orange organization raise money and find a particular piece of information such as skill when needed.

Further information about all of Visual Records products and services is available by visiting the website at [www.visualrecords.com](http://www.visualrecords.com) or by calling 877-281-6600.

###

## **About Visual Records Consulting, Inc.**

Visual Records specializes in developing innovative and high-quality software products and systems for all industries. By partnering with entrepreneurs and visionaries, we launch new and successful software products.

**Website:** <http://www.visualrecords.com>

**E-Mail:** [rebecca@visualrecords.com](mailto:rebecca@visualrecords.com)