



# Australian Company Unveils New Innovative Business Add-on for 2008

Icatchit Inc., February 29, 2008

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*CRM Works Pty Ltd., in collaboration with iCatchIT, a website development company, launch SMaps, the latest CRM innovation.*

PR9.NET February 29, 2008 - Sydney, Australia - Australian company CRM Works Pty Ltd., in collaboration with website development company iCatchIT, unveils SMaps. A mapping tool that connects customer relationship management systems to Google Maps in real time.

SMaps automatically links addresses and locations of individuals or companies to their location in Google Maps. Viewing full contact information from their CRM database with Google's mapping functionality makes scenes from recent popular Hollywood blockbuster movies like Minority Report, and others, a reality for companies. They can use Google's advanced mapping capability along with their CRM information such as contact details, price and order history to zoom in and make decisions.

SMaps will boost efficiency of mobile workers helping them save time and cost. "Our Target List functionality provides instant access to geographic information to sales managers and personnel who can then use that information to focus marketing and sales efforts.", explains CRM Principal Consultant for Asia Pacific David Gill.

"We built an interface between Google Mapping API and CRM Databases using Microsoft ASP. Initially we are supporting market leaders such as Sage CRM, Microsoft CRM, and we plan to release a PHP-based version for Sugar CRM by Q2 2008", states iCatchIT CEO and leading website development expert Jonathan Corners.

"Using popular server-side scripting technologies as an interface between the API and address databases allows us to quickly adapt the product to a wide range of mapping/address applications."

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## **About Icatchit Inc.**

iCatchIT is a website development company located in Cebu, Philippines. It has a five year history of creating web development solutions for American and Australian companies as well as those located in the Middle East and Asia. It is owned and managed by American CEO, Mr. Jonathan Corners.

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