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# INTERNATIONAL BUSINESS TIMES

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## Press Release

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## Sage Recognises Innovation in Dynmark's SMS product

Posted 16 November 2008 @ 03:16 am EST

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On November 5th, as a finalist in this year's Sage Developer Awards, Dynmark International, a leading UK mobile messaging software developer, scooped the coveted Sage Innovation Award 2008 for its e-txt Sage CRM Mobile Features Plug-in application.

Cheltenham, Gloucestershire, UK (PRWEB) November 16, 2008 -- On November 5th, as a finalist in this year's Sage Developer Awards, Dynmark International, a leading UK mobile messaging software developer, scooped the coveted Sage Innovation Award 2008 for its e-txt Sage CRM Mobile Features Plug-in application.

The award was received at this year's Sage Visions Gala Dinner celebrating Sage's Circle of Excellence. The Sage Awards are aimed at developers who are dedicated to providing software and service excellence. The Innovation award itself recognises high quality, exceptional value and all round efficiency in products and services.

The e-txt Sage Mobile Features Plug-in is an application that adds a raft of mobile messaging communications and mobile internet features to Sage CRM. These features allows Sage CRM users to use mobile messaging in much the same way that they use email, fax and telephone communications from within Sage CRM.

Oscar Jenkins, CEO of Dynmark commented "Any CRM application that does not provide mobile messaging and mobile internet as means of communication is not fully featured; It a bit like buying a car with no wheels. The public at large prefer mobile messaging to all other forms of business communication"

The popularity of business SMS messaging is surging and businesses are using bulk SMS software solutions for mobile marketing and mobile CRM more and more. Gone are the days that bulk SMS messaging partners are selected on price alone. Businesses are seeking out SMS messaging suppliers who can provide professional SMS software applications as well as keenly priced SMS messages. Why? Because mobile communication offers highly targeted contact and is also expected by consumers for its convenience.

Dynmark won the Best Messaging Application at the Mobile Data Association Awards earlier this year and look forward to more achievements with new exciting plans in the pipeline.

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Read the full story at <http://www.prweb.com/releases/2008/11/prweb1617774.htm>

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