

## **For Immediate Release**

### **InterDyn AKA Announce DynamicsADvantage for CRM at NAB 2010**

*DynamicsADvantage for CRM integrated with Microsoft Dynamics CRM facilitates Ad Sales Management for broadcasters, publishers and advertisers.*

**New York, NY – April 15, 2010** - InterDyn AKA a leading Microsoft Gold Certified partner specializing in the media and entertainment industry, will unveil their new product DynamicsADvantage for CRM,, an add on to Microsoft Dynamics CRM, at NAB 2010 the world's largest broadcast and digital media industry event attended by leading media, entertainment and communications professionals April 12<sup>th</sup>-15<sup>th</sup> in Las Vegas Nevada.

DynamicsADvantage for CRM is a fully integrated ad sales management system for broadcasters, publishers and advertisers that offers all the benefits of Microsoft Dynamics CRM as well as capabilities to enhance the sales, marketing and customer service processes of companies in the media and entertainment industry. By leveraging the Microsoft stack, Microsoft Office, Microsoft Dynamics ERP, Exchange (Outlook) and integration tools, DynamicsADvantage for CRM provides a consolidated solution that supports a multi-level account hierarchy structure to maintain and manage advertiser/agency relationships and create opportunities and proposals which can be converted into contracts and integrated into an ERP solution.

DynamicsADvantage for CRM contains custom capabilities with screens specific to the media and entertainment industry such as Ad Sales-Campaign, Ad sales CRM-Accounts, Ad Sales CRM-Line details and Ad Sales CRM (Bundles) to allow media companies to effectively manage complex business relationships specific to the media industry. DynamicsADvantage for CRM works in concert with DynamicsADvantage for GP, a consolidated solution that works within Microsoft Dynamics GP to offer flexible billing and bundling, revenue forecasting and reconciliation to provide a comprehensive end to end solution.

"It is important that as we evolve as a leader in providing business solutions for the media and entertainment industry we continue to evidence that role. This meaningful addition to our suite of product offerings is a reflection of our current and future evolution in this industry," said Alan Kahn, Managing Director of InterDyn AKA.

"Building on top of our xRM framework, InterDyn AKA brings a vertical solution that enables media companies to better manage their customer relations, this is in many ways aligned with our industry, application and platform strategy." Said Craig Downing – Sr. Product Manager – Microsoft Dynamics CRM.

InterDyn AKA will feature DynamicsADvantage for CRM within the Microsoft Pavilion Booth # SL220 at the NAB expo with live demos highlighting the capabilities of the product to manage advertiser/agency relationships, opportunity, campaign and proposals and workflow / pipeline reporting. More information about DynamicsADvantage for CRM and GP can be found at <http://www.dynamicsadvantage.com>

#### **About InterDyn AKA**

For more than a decade InterDyn AKA has been one of the country's leading Microsoft Gold Certified partners providing Fortune 500 clients with superior delivery, implementation, service and support of Microsoft Dynamics offerings such as Dynamics AX, GP and CRM in addition to SharePoint for collaboration and business intelligence. In recent years, InterDyn AKA has carved out a strong niche in the media and entertainment industry, retaining a number of high-profile companies, an ever-expanding roster that has grown impressively year over year. As a result of extensive interaction with its media clients, InterDyn AKA recognized that many of the larger broadcast and publishing companies were relying on antiquated labor-intensive processes in largely unsuccessful efforts to manage disparate systems across their sales, operations and finance units. InterDyn AKA understands, develops and, most importantly, integrates leading solutions for their media clients. InterDyn AKA provides DynamicsADvantage for GP, a comprehensive billing, revenue forecasting and revenue recognition solution and DynamicsADvantage for CRM, a unified ad sales management solution to facilitate the management of advertiser/agency relationships, opportunities, campaigns, proposals and workflow/ pipeline reporting. More information about InterDyn AKA can be found at <http://www.interdynaka.com>

