

Singapore-- [Media OutReach](#) --11 April 2014 -- [Abeo International](#) ,  
a provider of IT Solutions and Services and [Aptean](#),

a global provider of enterprise application software announced a partnership today to provide Pivotal Point of Sales (POS) and Customer Relationship Management (CRM) services to Southeast Asia and emerging markets. Abeo international would serve as a channel partner for selling Aptean's CRM solution.

Through this partnership, clients from industries ranging from finance, real estate to marketing, healthcare and retail would be able to leverage on Aptean's decades of CRM experience and Abeo's ability to customise CRM into their business processes in a cost-effective manner.

"These days, more companies emphasise on multiplatform and real-time interaction with their customers and they need industry-tailored applications that mirror their functional needs. We are pleased to partner with Aptean, a global leader in customer relationship management, to offer Pivotal CRM that will help businesses manage CRM data efficiently," said Michael Lim, Chief Executive Officer of Abeo International.

"Abeo International has demonstrated expertise and experience in IT solutions and we believe that they will be able to add value to our existing software and drive businesses forward," said Kyle Bowker, Executive Vice President of Global Sales and Marketing, Aptean. "Both the organizations share the same vision of offering industry best practices to our customers."

Pivotal CRM is a full-featured CRM platform that has a flexible and customisable platform for organisations to reduce the cost and complexity of embedding cutting edge functionality into business processes. It provides a range of solutions including sales force automation, marketing automation, service automation, partner automation, social and mobile CRM. These solutions enable companies to access multiple sources of data instantly, harness social media tools to track online presence and broadcast marketing messages to all communication channels as well as gain insights into relationships by analysing CRM data. Built on a Microsoft platform, Pivotal CRM enables seamless integration of content between emails and CRM and facilitates access to critical information anytime.

As a Channel Partner for Aptean, Abeo International will be leveraging on the strengths of its subsidiary Electra (a SAP Gold Partner & MasterVar in SEA and Emerging Markets for SAP A1 and winner of SAP APJ Partner Excellence Award 2014 for Retail Industry) and regional leading system integrator to provide more customisable pivotal CRM services to the SMEs in Southeast

Asia and Emerging Markets.

## **Company Logo**

## **ABEO INTERNATIONAL**

<http://release.media-outreach.com/i/Download/1362>

## **APTEAN**

<http://release.media-outreach.com/i/Download/1702>

### **ABOUT ABEO**

INTERNATIONAL Established in 2011, Abeo International is a vibrant IT organization that provides leading ERM solutions and services. Headquartered in Singapore and with operations in Malaysia, Vietnam and channel partners all over Asean, it is a leading System Integrator that achieved SAP Gold Partner & MasterVar in Southeast Asia and Emerging Markets (Cambodia, Myanmar, Nepal, Bhutan, Maldives and Laos) within a year. Abeo focuses on bringing SAP B1 and other new technology solutions in the SMEs arena. Abeo International is a holding company of Electra and has channel resellers in 9 countries reselling SAP B1. For more information, visit <http://www.abeo-electra.com/>

ABOUT APTEAN Aptean, a global leader in enterprise application software (EAS), gives businesses of all sizes a competitive edge. The company empowers people and businesses with end-to-end, industry-specific solutions to address complex business challenges more effectively. Our software applications and professional business services enable more than 5,000 customers to successfully manage their businesses better. Software built specifically for our target markets, aligned with deep knowledge across vertical industries, allows businesses to satisfy their customers, operate more efficiently, and stay at the forefront of their industries. For more information, visit [www.aptean.com](http://www.aptean.com).