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Z-Firm's OmniRush Released for Microsoft Business Solutions CRM

Award-winning communication server supports Microsoft's new CRM application.

Seattle, Wash and **Santa Rosa, Calif** – April 29, 2003 – Z-Firm LLC today announced support for Microsoft® Business Solutions (NASDAQ: MSFT) CRM within OmniRush®, Z-Firm's award-winning marketing, shipping, and communication server. The newly available Microsoft CRM Connector puts the power of OmniRush in the hands of Microsoft CRM users and resellers, leveraging the CRM environment for productivity and process integration. Combining Microsoft CRM with OmniRush brings server-based, integrated business automation to the midmarket.

"With more than a thousand installations, and tens of thousands of users served, OmniRush is the leading communication server for CRM by a large margin," said Rafael Zimberoff, manager, Z-Firm LLC. "Microsoft has been extremely cooperative, and our tight integration with Microsoft CRM is the result."

OmniRush offers sophisticated, server-based, marketing, communication and shipping features, and puts this functionality within the Microsoft CRM environment, where all CRM users can benefit. A single document library created in Microsoft Word can feed mass marketing and interactive communication via merge-fax, merge-email, and merge-print. Merge HTML and Microsoft Word merge-to-PDF-and-email features are also part of OmniRush. The single document library means central administration, server-based operation, and zero client footprint. Users can schedule documents to be sent to one or many contacts in a single pass by selecting contacts from a simple interface in the Microsoft CRM Web Client, or documents can be triggered automatically as part of a CRM Workflow

sequence. OmniRush's custom merge feature allows any data in the CRM and other databases to be merged, including one-to-many and multiple SQL queries per page. Documents as complex as an IRS 1040 form can be merged, and HTML-merge benefits from the same merge power.

OmniRush is also a powerful shipping server, offering shipping with Airborne® (NYSE: ABF), UPS® (NYSE: UPS), and the leading express carrier. Microsoft CRM users can easily trigger shipments to one or many contacts within the Microsoft CRM Web Client. Tracking numbers and other shipment information are automatically stored to the CRM contact's history, where the whole workgroup can see what was shipped, when, and the details.

"Z-Firm brings added productivity to Microsoft CRM customers, and helps us deliver on our vision of high end CRM functionality for the underserved midmarket," said Holly Holt, senior product manager, Microsoft Business Solutions.

"Merge email and fax might seem mundane, but Z-Firm's servers put power into communication, whether one-off, en-mass, or automated drip with Workflow," said Ron Harris, president, Harris Technology, a Microsoft CRM reseller in Houston, Texas. "We have been selling OmniRush for years, and it makes CRM hum all the right tunes for marketing and customer service. As a Microsoft CRM reseller, OmniRush is a great tool to help make the CRM sale."

Availability and Pricing

OmniRush v6 for Microsoft CRM is available now directly from Z-Firm and from the Z-Firm reseller channel. OmniRush is compatible with both the Professional and Standard editions of Microsoft CRM. OmniRush integrates with Microsoft CRM using published APIs and supported integration points. Pricing starts at \$895.

About Z-Firm LLC

Z-Firm creates and markets software to automate marketing, communication, and shipping. Z-Firm's OmniRush and ShipRush® solutions automate shipping with Airborne, UPS and the leading express carrier. Z-Firm solutions are compatible with leading CRM systems and accounting applications like Microsoft Business Solutions—Great Plains and Microsoft Business Solutions Small Business Manager. Software developers and ISVs use Z-Firm's developer tools to integrate shipping and communication into accounting, order entry, marketing, and customer service applications.

Z-Firm was founded in 1992 and is privately held. Z-Firm's products have received many awards, including Communications Solutions "Editor's Choice", "2001 Product of the Year", "2002 Users Choice" and others. Z-Firm has been awarded "Developer of the Year" three times by FrontRange Solutions Corp. (formerly GoldMine Software Corp.), and "Best Integrated with GoldMine" in 2002. Z-Firm is a Microsoft Certified Solution Provider. The company is headquartered in Seattle, Wash and Santa Rosa, Calif. Contact Z-Firm at (707) 543-2747 or visit www.zfirm.com.

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