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Softalk seeks resellers

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VAR Sareen Software has axed Softalk from its vendor portfolio, claiming its OfficeTalk software was "too difficult to sell".

OfficeTalk is a CRM solution aimed at small businesses, developed by Softalk.

This latest move will see Softalk deal with the product directly and actively recruit resellers to reignite product awareness.

Simon Bates, director at Softalk, said: "We are looking for 20 good resellers in the UK over the next six months. The product needs resellers to highlight its benefits to customers.

"Sareen didn't put enough into the marketing, so we are going to put much more awareness back into the market."

Tim Laws, managing director at Sareen Software, said: "It's a good product, but a difficult sell. We felt that we could not gather the long-term revenue from the marketing that we would have to undertake."

Laws also said that competition from Microsoft Outlook and Exchange contributed to a drop in orders, a claim Bates opposed.

"OfficeTalk is targeted more at the low-cost CRM market," he said.

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