



American Youth Services

To Whom it may concern,

I have been using softBRIDGE, Inc. Bridge2CRM for about 6 weeks now and I have grown to enjoy and rely on the freedom the application affords me. In the past I have always had to jot everything down on notepads and random pieces of paper until I returned back to my office to input the information into my MSCRM account. Let's just say I wasted a lot of time looking for lost papers and, more importantly, I lost information that was pertinent to future sales. Now with Bridge2CRM, all of my notes, new leads, new opportunities and more get entered immediately, no matter where I am, into MSCRM and I do not have to worry about where I put that one piece of paper.

Previously to signing up for Bridge2CRM, I researched many different options for mobile MSCRM for the iPhone and found a few. However, none of the other options allowed me to actually enter new information. There are some, including an application in the Apple iPhone App Store, that will allow you to view the information but that is not the purpose of mobile computing. **I pay for a smart phone so I can do anything anywhere, not just view something somewhere.**

RELIABILITY

Great Uptime! The system has only gone down once for me and that is because they were upgrading the servers and adding options. The best thing about it is that when it went down I got a message telling me exactly that and also that it would be back up momentarily. I was relieved to see that they were proactive in their customer service. Usually, when a service of mine goes down, I follow it up with emails and phone calls trying to solve the problem. This causes me much stress and even more importantly wastes a lot of my time. Since I knew what was going on with Bridge2CRM I did not have to call customer service and ask what happened because they had already told me.

SPEED

The only complaint I have at all for the service is login speed which I assume will increase as new updates come out. If you close the program and then come back to it, it usually takes 20 seconds or so to open the secure connection again. I wish this was quicker but understand the security factors at hand for logins. The good news is that the speed for searching, viewing and entering data does not have the same lag, it is only the signing in and authentication that takes a little bit of patience.

SETUP

Setup is straight forward and easy to do. The initial setup took about 1 hour for me to decide which options, record types, and fields I wanted to display through Bridge2CRM (*). One can customize everything from record types, to fields, down to the order in which the fields are displayed on your handheld. One must have a general understanding of the different record types, fields and record relationships in order to do this properly but through trial and error it shouldn't take long for even a general user to setup what they want. Even though it takes time, I personally wouldn't have it any other way. My Bridge 2CRM displays exactly what I want and how I want it to look. No other mobile MSCRM solution for the iPhone gave me this option.

Sincerely, Rob Stephan
President/CEO
American Youth Services, Inc.

(*) Please note that Bridge2CRM comes configured to display all records, fields, etc exactly the way CRM is delivered out-of-the-box. Any extra time invested by the user allows you to customize the display to suit your own tastes.