

**FOR IMMEDIATE RELEASE**

## **Sapphire win Software Satisfaction Award**

**Sapphire awarded CRM Reseller of the Year accolade**

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**LONDON, UK – November 2008.** Sapphire is pleased to announce that it is the winner of the CRM Reseller of the Year category at the annual Software Satisfaction Awards.

The Sift Media Software Satisfaction Awards were established in 2006 to reward high standards from software application providers serving UK businesses. More than 5,600 people participated in this year's Software Satisfaction survey covering 19 categories of accounting & finance, HR and customer management applications.

On receiving the award David Singh, Sales & Marketing Director at Sapphire said "This is a fantastic achievement and is the strongest endorsement of Sapphire and SAP Business One by clients and users that we could wish for. It is also testament to the sterling work that our services and support staff do, so thanks go to the team too. I had the honour of collecting the award and was totally impressed by the number of people who congratulated me from a variety of organisations that were familiar with Sapphire; again a great achievement to have the Sapphire brand recognised by so many."

Ben Crow of SAP offered his congratulations to Sapphire on winning the CRM Reseller of the year award saying "This is fantastic news and demonstrates Sapphire's dominance in the market place as not only a leading SAP Business One reseller, but a leading software reseller in the UK and beyond. The award was based upon the CRM tools within Business One and the high quality of support the Sapphire team provides."

David concluded "It is of note that this award was actually based on votes cast by our customers, which makes it even more valuable than an award from a peer group; to be recognised by one's customers is a fantastic endorsement not only of Sapphire, but the SAP application that they use."





**David Singh of Sapphire accepting the award from BASDA's Jairo Rojas**

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**About Sapphire Systems plc**

Sapphire is an SAP Gold partner – number one for SAP Business One in EMEA, and is the global leading Infor FMS SunSystems partner. Since 1986, Sapphire has offered customers wide-ranging practical expertise in selecting and implementing advanced financial accounting, business management and procurement solutions and today provides software, services and support for over 600 customers worldwide from their offices in the UK and USA. Sapphire is a founder member of the British Application Software Developers Association and was one of the first signatories of the BASDA Green Charter.

**[www.sapphiresystems.com](http://www.sapphiresystems.com)**

**About the Sift Media Software Satisfaction Awards**

The awards are based on the views of genuine buyers and end-users of business software applications - not those of a judging panel. This means that the Awards act as a valuable guide to any business taking the decision to purchase new software applications. In 2006, the Awards were issued to vendors of accounting and tax software applications - in 2007, and again for 2008, the Awards covered 19 categories across the business disciplines of: accounting & finance; human resources; training; CRM; and customer management.

**[www.softwaresatisfaction.co.uk](http://www.softwaresatisfaction.co.uk)**

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