

Tectura UK and ConsultCRM Form a Strategic Partnership

Tectura UK is partnering with ConsultCRM to strengthen its CRM offerings to the UK Market

London, England – 16 December 2010 - Tectura UK, a subsidiary of global business consulting services company Tectura Corporation, announced today a strategic partnership with ConsultCRM, a leading provider of Microsoft Dynamics CRM consulting and systems integration services. ConsultCRM's expertise in implementing Microsoft Dynamics CRM solutions, combined with the strength of Tectura UK's [Microsoft Dynamics](#) business consulting experience and resources, will provide the UK market with a powerhouse team offering simple to highly complex solutions and implementation services for Microsoft Dynamics CRM and Microsoft Dynamics ERP.

Steve Morrow, Microsoft Dynamics UK Director comments, "This is a great example of our Microsoft Dynamics partners focusing their expertise and combining their strengths to provide clients with high quality ERP and CRM Microsoft business solutions."

Through this partnership, Tectura UK will offer expanded [Microsoft Dynamics CRM](#) capabilities to clients. Tectura UK and Consult CRM's complementary strengths deliver the right combination of technology and services helping companies boost their customer satisfaction and retain more profitable customers.

"We are delighted to be working with ConsultCRM. This exciting partnership will enable us to increase our CRM service and support offerings providing complete business management solutions to growing businesses that need fully integrated ERP & CRM solutions to streamline their business operations," said David Ashmore, Tectura UK Client Services Director. Karl Newman, Managing Director at ConsultCRM adds, "Our joint expertise in the delivery of Microsoft Dynamics solutions is perfectly complementary, offering customers a [truly integrated CRM and ERP solution](#). A partnership between ConsultCRM and Tectura is great news for both companies, for Microsoft and for the customer base, it's a win, win, win relationship."

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About ConsultCRM

ConsultCRM is one of the UK's leading CRM consultancies and Microsoft Dynamics CRM partners with over 180 successful Microsoft Dynamics CRM client implementations ranging from simple to highly complex and small business to multi-national deployment. ConsultCRM provides companies with integrated customer relationship management using Microsoft Dynamics CRM to enable clients to achieve their goals across the sales, marketing and service divisions in their business. This includes a range of consulting services and specific add-on product offerings that enhance the Microsoft Dynamics CRM solution. ConsultCRM is the trusted Microsoft CRM partner for multi-£bn organisations, small consulting firms, large and small manufacturing firms, medium size technology companies and a host of finance and professional service organisations. Learn more at www.consultcrm.co.uk.

About Tectura Corporation

Tectura is a worldwide provider of business consulting services providing sustainable value through consulting, software and IT implementation. Our clientele include mid-sized companies and larger enterprises throughout the Americas, EMEA, and Asia Pacific. With team members in 20+ countries, Tectura applies its comprehensive industry knowledge and unparalleled experience in collaboration with our clients to deliver business and technology strategies and solutions designed to achieve their business performance goals. Learn more at www.tectura.co.uk

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Special Note Regarding Forward-Looking Statements

This press release contains "forward-looking statements" relating to, without limitation, future economic performance, plans, and objectives of Tectura Corporation for future operations and projections of revenue and other financial items that are based on the beliefs of, assumptions made by, and information currently available to Tectura Corporation. The words "expect," "estimate," "anticipate," "believe," "intend," "plan" and similar expressions and variations thereof are intended to identify forward-looking statements. The cautionary statements in this press release and the assumptions used in the preparation of the forward-looking statements identify and involve important factors with respect to such forward-looking statements, including certain risks and uncertainties, which could cause actual results or the benefits that Tectura Corporation might derive to differ materially from those expressed in or implied by such forward-looking statements. Products mentioned in this release are registered trademarks or trademarks of their respective holders.