



CRMASP & FreeCRM sign with SourceSouth and saves 40% on its technical support.

San Francisco – July 10th, 2007- CRMASP, the leading provider of open CRM solutions announced a 1 year deal to outsource their Technical and Customer support for their over 1 million subscribers to Source South including Phone, Email, and Chat support.

As part of the contract, SourceSouth will provide technical support out of its facilities in Buenos Aires, Argentina for CRMASP's Hosted, FreeCRM service and CRMASP product. SourceSouth Plans to hire 10 employees over the next 2 months.

Part of the larger engagement between CRMASP and SourceSouth has agreed to expand into Outbound Call services as well.

On the Choice of SourceSouth, Eric Stone, CRMASP's Technology Officer says "People hate talking to Offshore locations in sales or support. It is always the kiss of death. I can count the number of businesses I know who have done it and gone back to 'insourcing' – including myself. I had some Offshore doing support and sales and it was a deal killer. I'm excited to retain the cost cutting benefits of Nearshoring my Inbound and Outbound Call Center work with the cultural affinity and time zone advantages SourceSouth is giving me."

Scott Unkefer, President, SourceSouth said, "CRMASP is the leading provider of Free Customer Relationship Management and Customer/ Contact Tracking software. With local SourceSouth offices in the San Francisco Bay Area and our Buenos Aires Facility we enable the cost cutting benefits while CRMASP retains control of their business."

<http://www.crmasp.com>

<http://www.freecrm.com>