



## **Press Release**

### **Media Contact**

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## **Touchtone Announces Wintouch<sup>®</sup> eCRM Integration to Outlook<sup>®</sup>**

**Costa Mesa, CA – May 25, 2005** – Touchtone Corporation, a leading developer of enterprise solutions for the IBM iSeries – AS/400 and an IBM Premier Business Partner, announced the integration of Wintouch eCRM to Microsoft<sup>®</sup> Outlook.

“We have a number of customers who rely on Outlook as their email client so our integration of Wintouch to Outlook is simply a continuation of the way we traditionally approach product upgrades – as a response to the needs of our customers,” said Reza Saraf, founder and CEO of Touchtone Corporation. “Our customers want to continue to use a familiar email format and to have the added convenience of email to the related contacts and accounts within Wintouch.”

Wintouch users can access Outlook email and see it recorded as an Activity in Wintouch to ensure an accurate and continuous customer history is maintained in Wintouch. Incoming email can be opened in Outlook, tied to the appropriate customer record in Wintouch and recorded in the Wintouch ActivityLog. Attachments can be saved in the Wintouch document repository and are also tied to the customer record.

“With the client side complete, our developers are free to work on integrating the Microsoft Exchange Server to Wintouch,” continued Saraf. “Our priority over the next few months is to improve the flow between the calendaring and contact functions of Wintouch and Outlook.”



Users will be able to add a contact to Outlook and automatically add the same contact to Wintouch. Once the Exchange Server integration is in place, Wintouch users will be able to open their Outlook email on a PDA or any other portable device with Web access, see that message saved in Wintouch or to add a new contact in Wintouch from the road.

“This latest development complements the email client built into Wintouch, as well as, Touchtone’s earlier interface with other email clients such as Lotus Notes. It’s all part of our ongoing strategy of seamless desktop and Web services integration and our long-term commitment to the iSeries. For our current and future iSeries customers with employees dependent on Outlook, Wintouch will provide an efficient, cost-effective bridge between the Microsoft desktop and the enterprise iSeries server,” Saraf concluded.

#### **About Wintouch eCRM**

Wintouch eCRM is a complete CRM solution – no modules – written in RPG specifically for the iSeries (or the server formerly known as the AS/400). Touchtone has over ten years of experience integrating Wintouch to back-office ERP systems and other software solutions – even homegrown applications – on the iSeries. Wintouch provides “click of an icon” access to existing green screen applications and “drag-n-drop” customization to provide users with a 360° view of the customer when integrated across sales, marketing, accounting, customer service, administration, shipping and senior management. IBM recognizes Wintouch eCRM as an iSeries ServerProven software solution and certifies Wintouch for WebSphere as “Ready for IBM WebSphere Portal” software and “Ready for IBM Lotus Workplace” software.

#### **About Touchtone Corporation**

Touchtone is a privately held company located in Orange County, California with over 14 years of expertise on the IBM OS/400 operating system and ten years in the CRM arena. For further information about Wintouch eCRM or Touchtone Corporation, please call (714) 755-2810.

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