



Microsoft Business Solutions  
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**PRESS RELEASE**  
For Immediate Release

## **Strato Inc. Chooses ISS Group as Vendor of Choice for Purchase of Microsoft Dynamics Customer Relationship Management 3.0**

**Sparta, NJ January 23, 2007** — Last quarter, Strato Inc. (Strato) became one of the latest Customers of ISS Group through their recent purchase of Microsoft Dynamics CRM 3.0. Strato, a manufacturer of railroad parts, is located in Piscataway, NJ, and is a \$25MM-\$30MM family owned business founded in 1968. Strato processes their sales orders and accounting transactions via an old Quantel-based ERP application, and have purchased the Microsoft Dynamics CRM (MSCRM) solution to support and improve their sales, marketing, and customer service activities.

The key requirement for Strato was to have a CRM solution that could facilitate their new product development collaboration requirements. They approached ISS Group with their requirements and we were able to successfully illustrate all that MSCRM 3.0 **and** our focused implementation services can provide.

This opportunity will also present ISS Group the chance to move forward with one of the components of our '**6-Step iCRM Solution for Manufacturers**' strategic solutions portfolio, specifically, Step # 3, which includes our 'Front-office Product Life Cycle Management' solution. The objective of this solution is to facilitate the collaboration required between a manufacturer and their customer(s), as well as the collaboration required internally between the sales organization and other departments within a manufacturing organization (such as their engineering department) in order to finalize a design for a new product prior to the manufacturing process.

This type of solution greatly enhances ISS Group's differentiation amongst our competitors, and improves our achievements and success rate as we continue to market our solutions into the manufacturing and distribution industries. This type of solution continues to assist ISS Group, and reinforces our commitment in becoming the "Go To" CRM Solutions Provider for Manufacturers and Distributors within the Microsoft community.

In addition to the opportunity to develop the 'Front-office Product Life Cycle Management' solution, ISS Group may also have the opportunity to implement Avaya's IP Office application, which is a connector between Avaya's telephone system(s) and the MSCRM solution. And in addition to this opportunity, ISS Group may also have the opportunity to integrate MSCRM with Strato's Quantel based ERP application via ISS Group's **iBridge** product, which will facilitate the development of ISS Group's 'Customer Intelligence' solution called **iDecisions** (which is a BI solution being designed to deliver critical business information combined from both the ERP and CRM solutions).

### **About Strato Inc.**

Strato Inc. is a manufacturer of quality railroad products for the locomotive, freight and transit industries. They serve all segments of the Railroad Industry across the US and beyond our borders. Strato supplies Car Builders, First Class Railroads, Short Lines, Transit Companies, Private Car Companies, Distributors, Locomotive Manufacturers, Car Repair Shops and Exporters. They work closely with you to meet all your service requirements.

Strato is AAR M-1003 certified and are registered to ISO 9001-2000 standards. In addition, Strato has earned the TTX Excellent Supplier Award for the last seven (7) years. The recognition they receive is a direct result of their efforts put forth to continuous improvements. Strato associates are constantly looking for ways to improve their products and services to better meet their needs.

### **About ISS Group**

ISS Group (ISSG) has been providing add-value solutions and services to the MFG/PRO community since 1995. Founded in 1986, ISSG has over 22 years of business process knowledge and experience servicing the Manufacturing & Distribution sectors. Over this 22 year period, ISSG has completed hundreds of ERP, eCommerce and CRM implementations, and continues to innovate and offer low cost solution 'extensions' for MFG/PRO. ISSG's solutions have been proven to reduce costs and improve employee productivity in specific areas of an MFG/PRO user organization, with many reference Clients including John Crane Inc, Eaton Corp, Laird Technologies, Remy International, Ingersoll Rand, Tyco, and ANH Refractories, to name just a few. With deep technical and functional knowledge of the MFG/PRO application and the common business requirements of the Manufacturing & Distribution sectors and MFG/PRO user community; ISSG has greatly expanded our MFG/PRO solution's portfolio functionality to streamline and provide additional control over business processes in Purchasing, Sales, Marketing and Customer Service.

We invite you to register and attend one of our ongoing informative [Webcasts](#), or [contact us](#) to schedule a private, no obligation demonstration of any of our solutions.

To learn more about ISS Group and our solutions for MFG/PRO, visit our Website at [www.issgroup.net](http://www.issgroup.net), or feel free to contact us at [sales@issgroup.net](mailto:sales@issgroup.net) or 973-729-0013.

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