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Avature Releases Recruiting CRM™ version 3.0 with Advanced Workflow Builder, Web Calendars, and Integrated Global SMS Communication.

FOR IMMEDIATE RELEASE:

(New York, April 22nd, 2009) Avature, a provider of innovative Enterprise 2.0 Human Capital Management solutions, announced that it has released version 3.0 of its flagship product, Recruiting CRM™. The new version includes Advanced Workflow Builder, Web Calendars, and integrated global SMS communication.

The Workflow Builder allows users of the system to easily and intuitively model business processes that involve multiple participants, be it for sourcing, recruiting, marketing campaign management, or events management. Steps and actions in the workflows can automate email notifications, prompt users to complete forms, or auto generate tasks as calendar reminders for any user on the system.

“With this release we continue to change the CRM game. Now non-technical users can map any number of business processes and design the reporting framework simultaneously. We have placed adaptability and transparency in the hands of the customer,” commented Avature CEO Dimitri Boylan, “and moved the report design process forward into the process modeling, where it belongs.”

Web Calendars are integrated seamlessly into the workflow system and allow users to schedule tasks for themselves or assign tasks to other system users, schedule events, and create multiple private and group calendars with a unique color coding system. The calendars can be fed to any iCal feed reader and calendar views can be printed or converted to PDF for e-mailing.

The global SMS integration allows users to send and receive text messages directly from within the CRM application. Text messaging is becoming a more and more ubiquitous form of communication and has added advantages for those potential candidates that don't have a desk job.

“We're always seeking ways to put our users “in the zone”, where thoughts immediately turn to action, so everything needs to be at their fingertips,” commented Avature CEO Dimitri Boylan. “Managing your contacts is a lot easier when you can get a hold of them.”

Delivered as a software-as-a-service (SaaS), Recruiting CRM can be purchased as a monthly subscription.

For more information about Recruiting CRM, please visit <http://www.avature.net/technology/recruiting-crm/>

About Avature

Founded in 2004 by Dimitri Boylan, the former co-founder and CEO of HotJobs.com, Avature is a global technology company and provider of human capital management software. Headquartered in New York City, Avature has offices in the US, Europe and Latin America. Information on Avature can be found at <http://www.avature.net>.

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