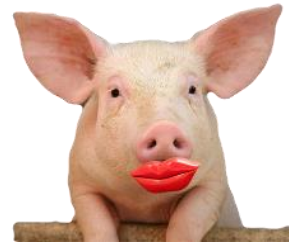


Press Release  
For Immediate Release  
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## **Altai Systems Publishes “Social CRM - Part 1: It Says It's a CRM, but Is It Really?”**

**Washington, DC** – One of the nation’s premier Association Management Software (AMS) companies based on the Microsoft Dynamics® CRM platform is excited to announce its latest publication, [“Social CRM - Part 1: It Says It's a CRM, but Is It Really?”](#)



Altai Systems, Inc. Partner, Mike Frye, has personally written his answer to a question he frequently gets - “Why do I need a Social AMS/CRM?” CRM stands for a Customer Relationship Management system, which is a flexible solution that transcends many industries. Cited in the article is industry expert, Paul Greenberg’s definition for CRM as well as Mr. Frye’s and the CRM industry’s perspectives on identifying a CRM. He identifies the misnomers sometimes applied in relation to CRM solutions and cites a concise checklist created to help easily identify a true CRM system.

Click [“Social CRM - Part 1: It Says It's a CRM, but Is It Really?”](#) to learn more about how to spot a true CRM.

### [About Altai Systems:](#)

Altai Systems is a fast growing Association Management Software (AMS) company based in the Washington, DC Metropolitan area. Altai is a company that has a long heritage in providing solutions for association and membership management. Founded by two seasoned Microsoft CRM professionals with over 20 years’ management experience, each in the field of association and nonprofit related technology solutions, Altai has sales development and technical consultants located across the United States. Altai Systems’ mission is to provide solutions to bring members closer -- closer to their clients, their organizations and closer to each other. [www.altaisystems.com](http://www.altaisystems.com)