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Kimberly-Clark Chooses StayinFront CRM Solution

Kimberly-Clark will leverage the StayinFront Consumer Goods solution to streamline business processes, improve visibility into customer tracking and reporting, optimise order placement and fulfilment and reduce administrative efforts. StayinFront CRM Consumer Goods provides a rich base of CRM functionality to meet Kimberly-Clark's requirements.

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StayinFront, Inc., a global provider of enterprise customer relationship management (CRM) applications, decision support tools, data services and eBusiness systems, today announced it has secured the contract to develop, implement and support a CRM solution for Kimberly-Clark.

One of the world's largest producers of health and hygiene products ranging from nappies, tissues and paper towels through to surgical gowns and face masks, Kimberly-Clark (NYSE: KMB) chose the StayinFront CRM Consumer Goods solution for its leading functionality, reporting capabilities, scalability and ease of use.

Kimberly-Clark will leverage the StayinFront Consumer Goods solution to streamline business processes, improve visibility into customer tracking and reporting, optimise order placement and fulfilment and reduce administrative efforts. StayinFront CRM Consumer Goods provides a rich base of CRM functionality to meet Kimberly-Clark's requirements.

"StayinFront gives us the best of both worlds," said Kimberly-Clark National Field Activation Manager, Craig Chiplin. "Not only do we have the ability to create a core solution which exactly matches our business processes and can be rolled out across the Asia Pacific region, but we retain the flexibility to tailor our approach for the different markets in order to better meet the varying needs of our customers."

StayinFront's Managing Director, Tim Selfridge, said StayinFront's proven track record in delivering CRM solutions globally to many of the world's top consumer goods, life sciences and business organisations, along with its ability to offer low deployment and support costs, was key to its selection. Deploying StayinFront CRM was the best choice for scalability and providing support through strong local presence and global capability.

"We are delighted to have the opportunity to partner with a progressive and customer-focused company like Kimberly-Clark and to support its goals for growth and increased effectiveness," he said.

"With over a decade of experience in working with consumer goods companies globally, StayinFront will deliver Kimberly-Clark a CRM system capable of supporting a multi-function call centre and mobile field force with full integration to the company's ERP and distribution systems."

About StayinFront CRM Designed to provide a single technology platform that manages and integrates all aspects of



customer interaction, including sales, marketing, and customer support, StayinFront CRM is an enterprise-wide “exact fit” solution. Rapidly configured to meet the specific needs of each client, StayinFront CRM’s unique product architecture can integrate into existing business processes without costly and time-consuming programming and development.

StayinFront CRM can be delivered as a hosted application or installed on a corporate [network](#). StayinFront CRM also supports a wide variety of mobile devices, such as tablet PCs, laptops and Pocket PCs, to ensure seamless productivity support for field forces.

About StayinFront Analytics Specifically designed for non-technical users, StayinFront Analytics is a powerful data mining and decision support tool. Easy-to-use, StayinFront Analytics quickly helps analyze sales, marketing and financial data from industry-standard databases either from a Windows® desktop application or through a Web browser. The presentation and format of the resulting analytics can be selected with the click of a button to best meet the needs of the intended audience. By using StayinFront Analytics, on-demand reports can be easily generated to analyze financial, market, and inventory data, forecast sales, and conduct ROI and key performance indicator (KPI) assessments.

About StayinFront, Inc. StayinFront, Inc. is a leading global provider of enterprise-wide customer relationship management (CRM) applications, decision support tools, data services and eBusiness systems. StayinFront offers rapidly configured and implemented solutions and services to manage and integrate all points of customer interaction including sales, marketing and customer support.

StayinFront has been chosen globally as a strategic CRM partner by many of the world’s top life sciences, consumer goods, financial services and business-to-business companies, and StayinFront solutions have been implemented in over 20 countries in 12 languages.

StayinFront’s flexible product architecture, object-oriented data modeling and range of deployment options provide an “exact fit” solution to help drive business processes, better manage the administrative functions of the system and lower ongoing costs of ownership.

StayinFront also offers a range of support services including, StayinFront Data Quality Services, to improve, standardize, augment and further leverage the informational assets contained in proprietary databases.

Headquartered in Fairfield, New Jersey, StayinFront has offices in Illinois, the United Kingdom, Ireland, India, Australia, Singapore and New Zealand. For more information, visit www.stayinfront.com.

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