



PRESS RELEASE

For Immediate Release

Clear C2, Inc. Wins ISM Top 15 CRM Software Award

BETHESDA, MD, September 14, 2015 – **Clear C2, Inc.** announced today that its **C2CRM** was selected by ISM Inc., Customer-Centric Strategic Advisors, as a Top 15 CRM Enterprise and Small & Medium Business Software Award winner for 2015/16*. This is the **tenth** time that ISM has selected **Clear C2** to its Top 15 Award roster and the **ninth** consecutive year that C2CRM was recognized as a Top 15 award winner in both categories. The awards are divided into two categories: Enterprise and Small & Medium Business (SMB)—to reflect the multiplicity of the CRM marketplace.

C2CRM was chosen after intensive testing by the ISM Software Lab. Each package was rated according to 179 selection criteria, including 96 business functions, 42 technical features, 18 implementation capabilities, 6 real time criteria and 17 user-friendly/support features.

“**Clear C2** is to be praised for obtaining the Top 15 honor as ISM’s software selection process is strenuous and comprehensive,” said Barton Goldenberg, founder and president, ISM. “**Clear C2** is a leader in the fast-paced CRM industry.”

“The winners of the Top 15 awards are the influencers in the CRM community as they make significant advancements in both functionality and connectivity for sales and

marketing professionals; offer better decision making tools for executives; and provide more intimate connectivity with today's Digital Clients," said Goldenberg who sees Social CRM and the Internet of Things – the connectivity of devices, systems and services – among the new trends in the CRM software industry.

"The ISM Top 15 Award continues to be the standard in the CRM industry", says Mickey Patton, President and CEO of Clear C2, Inc. Patton went on to say "Being chosen for this award indicates the depth of functionality, ease of use, and flexibility of the C2CRM application".

The Top 15 winners for each category are available for purchase in CD and downloadable format at ISM's [website](#). For more information, call 301-656-8448 or email John Chan at Johnc@ismguide.com.

*The ISM Top 15 CRM Awards are now presented bi-yearly with the next award selections/announcement in 2017.

ABOUT CLEAR C2, INC.

Clear C2, Inc. was founded in 1993 focusing on delivering and publishing customer driven technology solutions. Accessible to everyone in the organization via the Web, offered as both an On-Premise and SaaS solution, C2CRM provides instant access to critical customer and prospect related information. The benefits of C2CRM can be realized across practically every area of a business. Clear C2, Inc. is strategically aligned with IBM and is located in Coppell, Texas. For additional information on Clear C2, Inc. or C2CRM, visit <http://www.ClearC2.com> or call 1-972-304-7100.

ABOUT ISM

Founded in 1985 and headquartered in Bethesda, MD, ISM Inc. provides customer-centric strategic services to organizations planning and implementing CRM, Social CRM, Big Data Analysis/Insight, Branded Communities and Channel Optimization initiatives. Clients include best-in-class organizations such as American Automobile Association, Exxon Mobil, Giorgio Armani, Johnson Controls, Jaguar Land Rover, Kraft, Marriott, McGraw Hill, Nike, Samsung, T. Rowe Price and more. Barton Goldenberg, ISM's founder and president, is a respected author, columnist, speaker and industry leader, including being one of the first three inductees in the CRM Hall of Fame. His new book, [The Guide to Social CRM](#), published by Pearson, is receiving industry-wide [accolades](#). Learn more at www.ismguide.com or call (301) 656-8448.

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