

PRESS RELEASE

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OnePageCRM Joins Samsung AppStack to Bring Action and Focus to SMB's Sales

- Samsung Electronics America launches AppStack, a new cloud software marketplace designed for SMBs.
- OnePageCRM is selected by Samsung to be part of its hand-picked collection of 14 highly rated business apps.
- Through its collaboration with Samsung, OnePageCRM is committed to helping SMBs increase sales efficiency and accelerate their growth.
- OnePageCRM is offering an easy-to-use and action-focused CRM solution tailored to SMBs as an alternative to cumbersome 'dead' databases common for the industry.

NEW YORK, NY – August 2020 – OnePageCRM announces that it has been chosen by Samsung's newly launched cloud software marketplace AppStack to be part of its collection of highly rated sales, productivity, collaboration, and project management tools for SMBs. By providing an easy-to-use and action-focused CRM solution, OnePageCRM, one of only 14 selected apps, aims to help SMBs increase sales efficiency and accelerate their growth.

According to research, 65% of U.S. businesses use CRM as an integral part of their sales process. However, a reportedly high number of CRM implementations in small and medium-sized businesses fail every year. The top cited reasons for it are the perceived complexity, high cost, and associated manual data entry. In other words, SMBs are looking for an easy-to-use system that is affordable and will empower the salespeople rather than slow them down with extra admin tasks. OnePageCRM meets that need by providing an action-focused CRM solution that is built on the Getting Things Done methodology and allows SMBs to build strong client relationships through consistent and continuous follow-ups.

"We're excited to be working with Samsung AppStack to help bring action and focus to the world of SMB sales," said Michael FitzGerald, CEO and founder at OnePageCRM.

"OnePageCRM was built with SMBs in mind. It's agile, efficient, and has zero tolerance for clutter. SMBs can't afford to stay still or waste time on pretty charts, they need a tool that helps them get out there and sell. Through our collaboration with Samsung, we aim to enable more SMBs to do just that."

Until now, SMBs have been without a dedicated resource to help them meet the technology challenges of operating in today's environment. Samsung AppStack addresses that white space, offering a one-stop-shop to discover, deploy, and centrally manage business apps.

"For many small businesses, access to technological knowledge and resources has been a major obstacle to adapt to the digital-first economy," said Taher Behbehani, Head of the Mobile B2B Division, SVP and General Manager, Samsung Electronics America. *"AppStack is a platform where SMBs can go to get a collection of highly rated app recommendations, from a partner they can trust. We're thrilled OnePageCRM is joining AppStack to support SMBs through their digital transformation journey."*

Other notable apps featured on AppStack include G Suite by Google Cloud, signNow, Paymo, Time Tracker by eBillity, and Canva.

About Samsung AppStack

AppStack is a cloud software marketplace for businesses that want to spend less time and money managing the subscriptions they need for the new way business is done. Leveraging the buying power of Samsung's enterprise network, AppStack provides free trials, competitive discounts, and increased savings based on the quantity of apps purchased. Find out more here: www.samsung.com/appstack

About OnePageCRM

OnePageCRM is an action-focused and easy-to-use CRM solution for SMBs. Built on the Getting Things Done productivity principle, OnePageCRM helps salespeople stay in control of their sales, focus on what needs to be done next, follow up with every lead, and close more deals, one sales action at a time. Find out more here: <https://www.onepagecrm.com/>

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