

New Website Focused on Giving Accounting Software Buyers Detailed Product Information to Make Informed Buying Decisions

Introduction of new website focused on giving accounting software/ERP buyers easy access to the in-depth product information they need to make informed decisions about business accounting/ERP software.

([PRWEB](#)) March 26, 2010 -- After several years of planning, CAL Business Solutions, a Connecticut Microsoft Dynamics GP reseller, has launched a new corporate website at www.calszone.com focused on assisting accounting software users and buyers.

The goal of the new CAL website is to give business accounting/ERP software buyers not just the standard company overview and marketing descriptions, but solid tangible information that will help them to make informed decisions. In addition to the expected Microsoft Dynamics GP business accounting software overview and highlights the site goes in depth to show module descriptions, system specs, deployment options and comparisons to competing accounting software/ERP products.

In our research, CAL found that the number one question accounting software prospects search for is, “How much does Microsoft Dynamics GP cost?” Typically, this information is not divulged until after a formal sales call. However, the new CAL site has an entire section dedicated to helping buyers determine the total cost of a Microsoft Dynamics GP system including the software list price, maintenance plan fees, implementation costs and even the estimated cost of hosting Microsoft Dynamics GP. The site visitor will also find information on financing options and a complete listing of current promotions. There is even a new “Microsoft Dynamics GP Quick Quote” option that will help the site visitor to quickly calculate the cost of a Microsoft Dynamics GP system based on the number of concurrent accounting software users and level of implementation support required.

To assist the business accounting/ERP buyer in the software selection process, the site provides demo videos, white papers, recommended resources and even an RSS feed to the CAL Business Solutions blog articles at www.erpssoftwareblog.com

“We feel that a well educated ERP software buyer becomes a happier customer. We tried to anticipate every question someone might have about Microsoft Dynamics GP while researching ERP software and provide that information on the new site. For every question, we intend to have a link to the answer.” Says Anya Ciecierski, Marketing Manager at CAL Business Solutions. <http://www.calszone.com/quick-quote>

The design of the site was created in order to convey the honest and personal approach that CAL takes with each of its prospects and clients. Photos of CAL employees are used throughout the site as well as video testimonials, case studies and quotes from satisfied CAL clients. The navigation of the site is intended to aid site visitors in easily finding the information they need in a logical format. The Quick Links and Top Downloads are a prominent feature of each page and provide additional information the reader may find valuable, but was not necessarily part of their original search.

The Client Center section of the site is focused on the needs of current Microsoft Dynamics GP accounting software users. “CAL provides services to over 200 companies using Microsoft Dynamics GP. The Client Center section on the new website will allow them to easily access the information they need in one place.” Says Nancy Bergen, Customer Relationship Manager at CAL Business Solutions. The Client Center includes GP Tips and Tricks videos, training calendars, upgrade FAQs with support expiration dates, customer promotions, recommended ISV resources and CAL support request forms. Happy CAL Business Solution clients can even submit a referral.

While the new CAL Business Solutions website has several ways that visitors can contact them, the goal of the site is to push business accounting software information out to the public. For informed decision-making, we provide in-depth answers to the questions asked by accounting software buyers. Visit the site today at: www.calszone.com

About CAL Business Solutions:

CAL Business Solutions is a Microsoft Gold Certified Partner focused on Microsoft Dynamics GP (Great Plains) financial management systems. Offering implementation, integration, data conversion and customization plus local support and training. We work with 200 customers in more than 16 states, with a focus on companies in Connecticut (CT) plus Massachusetts (MA), Rhode Island (RI) and Westchester County, New York (NY). www.calszone.com

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**Contact Information**

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