nexMatrix to Release its ATLANTIS Application in Modular & Cloud Formats

ATLANTIS in modular form will enable small to medium businesses to implement extremely powerful solutions without making large investments.

NAMPA, ID, June 4, 2013 /EINPresswire.com/ -- nexMatrix Telecom has announced that it is making its ATLANTIS application suite available in modular form, both as an add-on to its Protel premise PBX line, and as a cloud (SaaS) solution.

ATLANTIS (Automated Telemarketing Local Area Network Total Information System) was first developed in 1981 under the name Distribunet 2100. Originally released as an enterprise-grade suite of integrated applications, it includes modules for Contact Records Management (CRM), Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Fulfillment, Support Ticketing, plus numerous accounting, distribution, human resources and many other functions. ATLANTIS also forms part of the core of the nexMatrix premise and hosted PBX product line and its nexSwitch softswitch.

The modular format will now allow customers to purchase only what they need instead of a full suite of the CRM through to the Supply Chain. Currently, ATLANTIS is only offered in it's full format starting with sales right to manufacturing based on the pipeline. By breaking out the modules, the application can be used solely for the CRM function. If needed, modules may be added as needed to allow companies to add functionality. The CRM also allows for rapid dials while call records are fed to an agent without having to bring up, or decide on what they need to call next based on set rules to a campaign. The ATLANTIS CRM is being updated with a revamped also with more graphics and charts to get a quick view of sales results.

According to Dianne Ursini, CEO of nexMatrix, offering ATLANTIS in modular form will enable small to medium businesses to implement extremely powerful solutions without making large investments in software components that they don't need. "The CRM capabilities alone of ATLANTIS greatly surpass the features found in most, if not all, of the popular CRM packages being offered today," Ursini said. "By offering CRM as a stand-alone module, even small businesses can make use of the contact management and sales forecasting capabilities that ATLANTIS excels at. Small manufacturers can add the ERP and SCM functions for incremental cost of ownership, and larger companies can implement the additional modules for complete, integrated enterprise management needs," she added.

Businesses of any size have the ability to tie their outbound and inbound calls directly into customer and other contact records and gain access to powerful reporting, power-dialing and ACD functions, according to Ursini. Currently the ATLANTIS application is in companies with 35 and more employees. With the modular design, the system is now geared for 5 users and up.

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