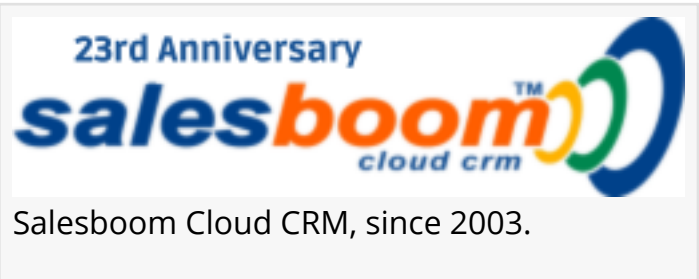


Salesboom Launches Canadian CRM Edition After 23 Years of Cloud CRM

Canada's first Cloud CRM vendor since 2003, Salesboom delivers software hosted and backed up in Canada, with Troy Muise as your dedicated CRM Concierge.



HALIFAX, NOVA SCOTIA, CANADA, August 13, 2026 /EINPresswire.com/ -- Since 2003,

Salesboom has been building Cloud CRM in Canada. The [Canadian CRM Edition](#) expands that focus with software hosted in Canada and backups in Canada, giving Canadian organizations a CRM platform designed around Canadian data residency and greater control over their business information.



For 23 years, we've built CRM in Canada for Canadian businesses. Now we're connecting people, processes, systems and AI to make their work better."

Troy Muise, CEO & Co-Founder, Salesboom.com

The Canadian CRM Edition combines CRM and [sales workflow automation](#) capabilities across the customer and revenue lifecycle. Its platform includes Sales Force Automation, campaign management, forecasting, product and category management, quoting, Quote-to-Cash, Partner Relationship Management, Employee Relationship Management, Revenue Lifecycle Management, project management, field service, timesheets, document management, portals, intelligent web forms, reporting, dashboards and analytics.

Salesboom also supports Sales Workflow Automation, connecting processes from web lead capture and qualification through opportunity management, quoting, ordering, fulfillment and revenue.

The company's AI strategy extends beyond adding an AI assistant to a traditional CRM. Its AI Workflow Management approach connects AI assistants and agentic capabilities with business data, processes and existing technology. Salesboom's Data Engine and Integration Station are designed to connect information from CRM, ERP, accounting, email and other business systems, providing a common business context for people and AI.

The Canadian CRM Edition is being rolled out across industry-specific solutions for construction

and construction supply, lumber and building supply, heavy construction, engineering, healthcare, pharma, clinical research, universities and colleges, municipalities and economic development, schools, manufacturing, retail, e-commerce, financial services, real estate, hospitality and professional services.

The platform is designed to support the broader C-Suite. CEOs gain organizational visibility; CROs and sales leaders gain revenue and pipeline management; CMOs gain campaign and lead-generation capabilities; COOs gain operational workflows; CFOs gain revenue lifecycle and ERP integration; and CIOs and CTOs gain an integration and data architecture designed to connect existing technology investments.

Salesboom's Built-to-Suit approach allows organizations to adapt CRM and business processes around their existing operations. The company also provides Fast Track Setup & Training, People-as-a-Service, rapid prototyping, specialized integrations and CRM Concierge support.

The Canadian CRM Edition represents the next stage of Salesboom's 23-year commitment to helping Canadian organizations connect CRM, data, automation, AI and industry-specific business solutions while building on existing technology investments

Salesboom has been developing Cloud CRM in Canada since 2003 and continues to expand its Canadian vertical solutions as part of its 23rd Anniversary rollout.

About Salesboom

Salesboom is the first [Canadian Cloud CRM](#) vendor, founded in 2003. The company provides CRM, sales automation, business workflow management, AI, integrations, data management and Built-to-Suit solutions for organizations across multiple industries. Salesboom provides Canadian-hosted software and Canadian backups through its Canadian CRM Edition.

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