

## Who are CABC?



C.A.B.C. or more formally Computer Aided Business Consultancy Limited was formed in 1993 and are a leading UK supplier of CRM software solutions.

With over 15 years experience with the Maximizer Enterprise CRM product and over 5 years with the Microsoft CRM application CABC's team have the expertise and experience to help businesses improve the performance of their Sales, Marketing and Customer Service teams.



**CABC's team** of consultants are based in the central location of Newbury in Berkshire from where we are able to support customers through-out the country. We use a combination of on-site consultants and modern virtual meeting tools to deliver consultancy and support to meet the needs of clients as they arise.

Our organisation is structured to enable us to deliver projects effectively based around three customer oriented teams:

**The Account Management Team** - Who are always available to listen and understand our clients needs

**The Onsite Consultants Team** - Who undertake our Project Management and all on site activities such as training, installation and business analysis, and solution design.

**The In-house Consultants Team** - Who undertake software development, data conversion and who operate our telephone support service.

**Our customers** are distributed throughout the UK but are also located in countries across the world including the United States, Australia, Canada, South Africa and many parts of Europe. The companies we've worked with range in size from sole traders to large corporations with hundreds of users deployed are distributed across a wide range of industries including:



- IT & Technology
- Banking & Insurance
- Media
- Recruitment
- Manufacturing
- Institutes & Associations
- Healthcare
- Telecoms
- And Many Others



## Company Board and History

CABC was founded and is owned by its Managing Director Ian Wallace. Ian has brought to the company many years of IT project experience gained in companies such as Digital Equipment (Now part of Hewlett Packard) . Ian holds an MBA in Information Systems Management with Distinction and is a Member of the Institute of Directors.

The company has grown particularly quickly during the last decade and now supports arguably the largest user base of Maximizer CRM users in Europe.

## Partnerships

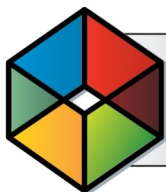
# Maximizer Software

Certified **SOLUTION PROVIDER**

CABC is accredited to the highest level of the Maximizer Partnership scheme and works closely with the manufacture to support and fully satisfy our customers needs.



CABC have been a Microsoft Business Partner since the year 2000 and now also hold the Microsoft Business Solutions competency which is appropriate to resellers who offer Microsoft CRM.



Partner of the Year  
United Kingdom  
2008  
**Maximizer Software**  
Simply Successful CRM

## Our Awards

The Technical excellence and focus on excellent knowledge of the Maximizer product has lead to major manufacturers award in 1998, 2003, 2004, 2005, 2006 and 2008.



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The Companies Accountants are

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