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Salesforce.com spawns training

Philadelphia Business Journal - by [Peter Key](#) Staff Writer

The increasing adaptation of **Salesforce.com** Inc.'s software by local businesses is propelling a local company's growth and prompting a New York one to enter the market.

CRM Manager LLC said it landed more than 50 new customers and increased its revenue more than 350 percent last year. It wouldn't say what its revenue was.

"We're closing 10 to 15 new deals a month now with customers of Salesforce.com and we see it as a fairly steady stream," said Andy Atkins, founder and CEO of the Malvern company, which provides implementation and ongoing consulting for Salesforce.com users.

Bluewolf Inc., a New York information-technology firm that specializes in on-demand software applications, has opened an area training center for Salesforce.com users, developers and administrators.

"We see the Philadelphia market as being a very vibrant adaptor of Salesforce.com," said Eric Berridge, a principal and co-founder of Bluewolf.

Salesforce.com develops customer relationship management software, which is used by companies to run their sales operations. The company hosts the software itself and makes it available to customers over the Internet, rather than installing it on their computers, a delivery method called on-demand or as a service.

Salesforce.com of San Francisco is one of the leaders in on-demand software of all types and the leader in on-demand CRM software with more than 41,000 customers.

Atkins saw its potential relatively early. After selling his ExecuTrain of Philadelphia franchise about four years ago, he teamed with Sam Bizzarro to do Salesforce.com consulting for a while, then founded CRM Manager in late 2005.

"The reason this is a hot industry is the usability of Salesforce.com," he said. "You can actually customize it and build it around your own company or your needs."

Bluewolf opened its first Salesforce.com training center in New York last year. It opened a local training center, which is in King of Prussia, in February and has since opened a training center in the Boston area.

"As Salesforce.com has become more and more prevalent in the business community, it has created a tremendous amount of demand for training around the product sets," Berridge said.

Bluewolf has three instructors at the training center. They will teach the classes that the center offers on a quarterly basis and update the center's curriculum as Salesforce.com updates its software.

"Our classes are filling up," he said. "They're going like gangbusters."