

# [Canadian IT Managers](#)

 Broadly Connecting Canadian IT managers through Career, Industry, and Technology insight

[Dec](#) [January 2006](#) [Feb](#)

S	M	T	W	T	F	S
25	26	27	28	29	30	31
1	<a href="#">2</a>	<a href="#">3</a>	<a href="#">4</a>	<a href="#">5</a>	<a href="#">6</a>	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4

## My Links

- [RSS 2.0](#)
- [Atom 0.3](#)
- [Contact](#)

## Search

[Go](#)

## Archives

- [January 2006 \(11\)](#)
- [December 2005 \(26\)](#)
- [November 2005 \(8\)](#)
- [October 2005 \(6\)](#)
- [September 2005 \(2\)](#)
- [August 2005 \(7\)](#)

## News

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» [Blogs that link here](#)

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## Navigation

- [Home](#)
- [Blogs](#)

## Post Categories

- [Industry Perspectives \(rss\)](#)
- [MS News \(rss\)](#)

## MS CRM 3.0 Offers Compelling Benefits - A podcast with Joe Horvath

John did a [post](#) a few weeks ago about MS CRM 3.0. It shipped on schedule which is a great sign and it offers many new options to businesses.

In a recent chat with CRM expert Joe Horvath, I found there were significant benefits and solutions offered by this update. It competes effectively with all other CRM offerings.

Joe is a co-founder of [iFusion Solutions Inc.](#) a multiple award winning top 3 CRM provider. He expounded so much on its value that I decided to interview him on the MS CRM 3.0 product. His group has considerable expertise in mapping business process highlighting paths for efficiency/cost improvements, and adding new revenue/profits using CRM.

Here's the direct link to the [interview](#) and to an [interview page](#) containing both a link to the interview and a "time index (mm:ss): topics list". We had some fun with the interview so there are outtakes which I may post in the future.

Send me an [e-mail](#) if you have questions for Joe or better yet comment here in this forum. I have asked Joe to answer your questions.

Thank you,  
Stephen

posted on Friday, January 06, 2006 8:00 AM by [joxley](#)

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## Comments