



Innovative e-business solutions

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## **Luxor CRM provides Air Canada Technical Services with the power and flexibility for its MRO Sales to take flight**

### **For Immediate Release**

**Toronto, June 23, 2004** Atum Corporation announced today that it has been selected by Air Canada Technical Services (ACTS) to provide Atum's Canadian-based hosted Customer Relationship Management (CRM) solution, Luxor CRM, as the solution of choice for Air Canada's Technical Services Marketing and Sales Department.

Luxor CRM will allow ACTS to move its Marketing and Sales information management system from a collection of multiple spreadsheets and databases to a cohesive CRM solution, centralizing all customer interaction data, streamlining sales processes and giving ACTS the ability to effectively analyze its commercial data. Embracing the latest in CRM technology will also help ACTS to maintain its overall industry leadership position. "With Luxor CRM, we expect to realize solid bottom-line benefits through increased efficiency, better sales data management and improved access to critical customer information," said Chantale Boily, Director of Sales, ACTS.

Yves Morin, Director of Marketing at ACTS, further added, "Cradle-to-grave customer data management was a very important component of the ideal CRM solution for us. We were particularly pleased with Luxor CRM's flexibility. Unlike other solutions, Luxor CRM could adapt to the specific nature of how we do business."

"Air Canada Technical Services is a world leader in aviation Maintenance, Repair and Overhaul (MRO), and as such is committed to delivering exceptional service to its customers," said Lukas Szczurowski, Atum Corporation's Sales and Channel Manager. "As a Canadian-based company ourselves, we are delighted to provide a made-in-Canada solution that will help Air Canada's MRO branch meet its commercial goals."

Built *by* salespeople, *for* salespeople, Luxor CRM supports sales departments through its intuitive interface design and powerful features that can be easily customized to reflect each company's unique work environment. Using Luxor CRM's advanced synchronization features, sales data is easily kept current between a sales representative's Microsoft Outlook data and Personal Digital Assistant (PDA) device. This feature enables sales representatives to have instant access to sales data no matter where they are located, providing them with the knowledge required to provide superior customer service to Air Canada Technical Services' clientele.

### **About Air Canada**

Air Canada, together with its regional airline subsidiary, Air Canada Jazz, provides scheduled and charter air transportation for passengers and cargo to more than 150 destinations, vacation packages to over 90 destinations, as well as ground handling, training and maintenance services to other airlines.

Canada's flag carrier is recognized as a leader in the global air transportation market by pursuing a strategy based on value-added customer service, technical excellence and passenger safety. Air Canada has been ranked as the world's safest airline in an independent analysis by air safety consultants of more than 500 airlines using ten management and environment criteria.

### **About Air Canada Technical Services**

Air Canada Technical Services is a full service Maintenance, Repair and Overhaul (MRO) provider with over 65 years of experience. In addition to serving Air Canada, ACTS provides services in five maintenance categories: airframes, engines, components, line and aircraft cabins to many of the world's commercial airlines, leasing companies, MROs, military and OEMs. Air Canada Technical Services operates six major maintenance base centers located across Canada: in Halifax, Montreal, Toronto, Winnipeg, Calgary and Vancouver. To find out more about our complete range of MRO services, please visit our web site at [www.aircanada.ca/acfamily/technical](http://www.aircanada.ca/acfamily/technical).

**About Atum Corporation**

Founded January 2000, the Atum Group of Companies is a leading Canadian provider of e-business solutions that help companies to streamline their processes and increase efficiency. Atum is a certified Microsoft Business Solutions Partner, with innovative and scalable solutions that include ASP CRM solutions, network security and administration, custom software and managed hosting. For more information on Atum, please see [www.atum.com](http://www.atum.com).

Luxor CRM is designed and distributed by Atum Corporation, 767 Creditstone Rd. Concord, Ontario L4K 4P5  
Phone (416) 410-8444 Fax (416) 410-8999.

<http://www.luxorcrm.com>

<http://www.atum.com>

**Contact Person:**

Lukas Szczurowski, Director of Sales and Channel Management

[lszczurowski@atum.com](mailto:lszczurowski@atum.com)

416-410-8444 x116