

LUXOR CRM TAILORS APPLICATION TO SMALL-SCALE RECRUITMENT FIRMS; LOCAL TORONTO BUSINESS EXPERIENCES EXCELLENT RESULTS

TORONTO – July 13, 2007 Atum Corporation is happy to announce today that Poly Placements Inc., a Toronto-based recruitment solutions firm, will be working closely with Luxor CRM in an effort to strategically co-ordinate and manage their resources. This new client provides an exciting addition to the growth of Luxor CRM as a tool for small-to-medium-size businesses.

In a recent move to tackle the recruitment firm vertical, Luxor CRM is collaborating with Poly Placements Inc. to provide a specialized CRM application that is developed for the particular needs of recruitment firms. Says Atum Corporation's Director of Business and Product Development, Lukas Szczurowski, "Our objective was to provide smaller recruitment firms with a tool to help build their business as efficiently as any large-scale recruitment firm out there. We wanted to create something that would highlight the resourceful, customer-oriented approach of any major competitor, but built for a smaller size firm. Luxor CRM provides these previously inaccessible tools, at an affordable cost." Rather than provide clients with an out-of-the-box application with little relevance to the intricacies of a recruitment firm's needs, Luxor CRM has designed an application which is geared to bring immense value to the needs of firms like Poly Placements Inc.

Describing her company's situation before Luxor CRM's involvement, CEO Virginia Poly explains "We were using a paper-based system to keep track of our information related to interviews, references, proposals and quotes" Although this is an acceptable approach for a freshly started business, such a rudimentary strategy posed a problem in the face of continued growth.

As Poly Placements expanded, the need for a system which would provide an integrative, organizing structure for the firm's information and communication processes became essential. According to Poly, "The catalyst for change was winning a large project that would necessitate greater collaboration between our team members. We eagerly set out to find a CRM package that could meet all our needs, fast"

When searching for a CRM solution, Poly Placements Inc. found that amongst all its major competitors, Luxor CRM fit their business needs best. Speaking of Luxor CRM's effectiveness for getting the job done easily, Mrs. Poly elaborates "We examined other web-based systems but those systems were either too costly or too complicated to use" Through its focus on providing an end-user friendly, customer-conscious tool, Luxor CRM continues to consider the needs of businesses in terms of cost, ease of use, and overall learning time for end-users.

With the application now fully rolled out across the company, Mrs. Poly is already enthusiastic about the results achieved thus far, "Luxor CRM [has been] an enormous benefit to our company and has already produced bottom line results for our organization"

Luxor CRM continues to perfect its application to help smaller firms like Poly Placements Inc. become a reputable competitor in the Recruitment firms market. With this new application, Poly Placements Inc. is well on its way to becoming an increasingly efficient and customer-oriented company, in a manner that's painless for the user, and cost-effective for the company.

About Poly Placements Inc.

Poly Placements is an innovative creative solutions group focused on providing phenomenal results for our customers.

We offer a variety of services including permanent placements, and other recruitment solutions. Our core strength is the placement of IT professionals, but we love a good challenge placing professionals in any industry.

Clients are drawn from many different sectors and range from small firms to fortune 500 companies. Our track record of providing recruitment services is outstanding, because we make every effort to understand our clients' needs and search out only the best qualified professionals to match them.

We are Poly Placements. Our passion is to provide the perfect placement.

About Atum Corporation

The Atum family of companies has been a leading provider of e-business solutions since January 2000. With offices located in Canada (Atum Corporation) and Turks and Caicos Islands (Atum Limited), Atum develops products that enable any company to streamline processes and increase efficiency.

Atum specializes in scalable ASP CRM solutions for small and medium-sized businesses. Atum's flagship offering, Luxor CRM is an intuitive web-based CRM and SFA solution that leads the CRM industry in terms of its ease of use and intuitive browser interface. A Microsoft Partner, Atum also offers sales and support for Microsoft CRM and Microsoft Great Plains.

Other innovative solutions include network security and administration consulting, custom internetworking connectivity solutions, custom software design, and Web hosting solutions.

The advantages we provide make us stand out from the rest: boundless possibilities through the most innovative and individually customized combination of services possible.

About Luxor CRM

Luxor CRM solution takes Customer Relationship Management to the next level. Delivering the most powerful sales force automation (SFA) and customer relationship management (CRM) features without the headaches of installing new software systems, Luxor CRM can be implemented in days, not weeks or months. Luxor CRM solution is also fully customizable in order to meet your distinctive needs.