

## **BlueCamroo For Mobile Web Beta is Now Available to All Users**

*Optimized Interface Allows Access to BlueCamroo on All Mobile Devices.*

CONCORD – September 25, 2014 - BlueCamroo, the all-in-one online Business Management Platform for SMBs, released today its latest update, providing an optimized user experience for both desktop and mobile devices.

“BlueCamroo has been designed to perform on any mobile or desktop device, without compromising functions and capabilities, making it easy for users to use both versions interchangeably in and outside of the office,” said BlueCamroo President and CEO Tomek Maszkiewicz.

Just like on the desktop, accessing BlueCamroo on the go does not require any download or installation. The mobile optimized version also presents a streamlined interface and intuitive tactile functioning such as touch-and-hold and swiping to view more menu options.

Access to the mobile-optimized BlueCamroo is available to all BlueCamroo users and trialists in beta at no added costs, effective September 25, 2014.

### **About BlueCamroo**

BlueCamroo<sup>1</sup> is an online all-in-one collaborative CRM, Social CRM<sup>2</sup>, Social CRM, Project Management and Business Automation platform. It delivers small to mid-size businesses a simple and affordable way to handle lead generation, sales management, project management and customer service processes.

BlueCamroo's unique, patent-pending architecture provides an easy way to track and develop customer relationships in all channels, allowing users to focus more time on their clients and potential clients.



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**FOR IMMEDIATE  
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## Notes for Editors

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<sup>1</sup> BlueCamroo is a product of BlueCamroo Inc., which is incorporated in Ontario, Canada. The business is headquartered in the Greater Toronto area, in Concord. BlueCamroo Inc. provides the BlueCamroo system globally, with customers on all five continents.

BlueCamroo Inc. was established in 2009 by Tomek Maszkiewicz (CEO), Paul Clark (CMO) and Dugan Zhang (CTO). To this point, it has been entirely self-funded since start-up.

All product design, software development and other business activities take place at the company's offices in Canada.

<sup>2</sup> 'Social CRM' refers to CRM solutions that connect to popular online social networks such as Twitter or Facebook, allowing customer interactions within the social networks to be connected with in-house customer data. Social CRM is the fastest-growing product category within the CRM marketplace.