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Total Transit, Inc., parent company of Discount Cab, chooses AlwaysOn-CRM.com from AbilityCRM to keep CRM costs down

Uses Microsoft Dynamics CRM to keep customers happy and grow revenue

Scottsdale, AZ. — October 6, 2009 — Total Transit, Inc. (<http://www.totaltransit.com>) is dedicated to providing transportation services and solutions that create customers for life and enhance the communities they serve. Based on this mission, Total Transit, Inc. chose AlwaysOn-CRM.com (<http://www.alwayson-crm.com>) from AbilityCRM to manage their Microsoft Dynamics CRM system.

AlwaysOn-crm.com is the newest CRM delivery model from AbilityCRM. Launched in June 2009, alwaysOn-crm.com is designed to help small and medium sized companies use a full-featured CRM system based on the Microsoft Dynamics CRM system to manage their sales, customer service, and marketing efforts for a low fixed monthly fee.

Total Transit, Inc. is a comprehensive management company built to “move people”. Total Transit, Inc. is the managing entity for Discount Cab, ValuTrans, and RideSource. They are the premier transportation company in the Southwest.

“We chose AbilityCRM to support our Microsoft Dynamics CRM system 18 months ago and when they launched alwaysOn-crm.com it was a natural fit for us to migrate to their service,” says Jeff de Laveaga, Director of Business Development. “We have full CRM support from them for a fixed monthly cost on a per user basis. If we need to add users, we can do it instantly and the support we receive is immediate and comprehensive.”

“AlwaysOn-crm.com is an extension of our complete Customer Relationship Management software and consulting services”, says James Marzola, President and CEO of AbilityCRM. “In these economic times we’re all looking for ways to save money and still offer high quality service to our customers and to grow our revenue. AlwaysOn-crm.com gives businesses access to a full feature CRM system from Microsoft Dynamics CRM. It’s easy to access and use through Microsoft Outlook or through your web browser for one low fixed monthly fee. You can add users, configure it to fit your business, and know that you have a CRM partner supporting you every step of the way.”

AbilityCRM (<http://abilitycrm.com>) is a Microsoft Dynamics CRM Gold Certified Partner headquartered in Scottsdale, Arizona. AbilityCRM started providing Customer Relationship Management (CRM) solutions in 1997 and since then has helped hundreds of companies in many markets throughout the United States to use CRM software to improve their business.

“Microsoft invests heavily in our partners to ensure they have all the latest information and resources at their fingertips to develop the world’s best solutions for our shared customers,” said Michael Park, corporate vice president for U.S. Microsoft Dynamics at Microsoft Corp. “AbilityCRM has demonstrated know-how helping Total Transit, Inc. and its other customers generate business value with Microsoft Dynamics products.”

Microsoft Dynamics is a line of financial, customer relationship and supply chain management software that helps businesses work more effectively. Delivered through a network of channel partners providing specialized services, these integrated, adaptable business management solutions work like and with familiar Microsoft software to streamline processes across an entire business.

About AbilityCRM

AbilityCRM is built on a rich heritage as a leader in Customer Relationship Management systems. AbilityCRM earned the Gold Certified Microsoft Partner level status for Dynamics CRM and is a Certified Sage SalesLogix CRM business partner. We help companies use CRM software to improve their business by helping them in the following three areas:

- Adoption of CRM software as a business tool
- Best Practices on implementation and integration with ERP and other existing systems
- Management of data using dashboards and business intelligence tools

AbilityCRM has offices in Scottsdale, Arizona and Thousand Oaks, California.

About Total Transit, Inc.

Now in its 25th year of operation, Total Transit, Inc., the parent company of Discount Cab, Arizona’s largest cab company, operates more than 550 cabs throughout Phoenix and Tucson. For more information on Discount Cab, please visit www.discountcab.com. Find Discount Cab on Twitter at twitter.com/discount_cab and Facebook at www.facebook.com/discountcab.

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For more information about AbilityCRM visit <http://www.abilitycrm.com>

For more information about Total Transit visit <http://totaltransit.com>

For more information about all Microsoft Dynamics products:

Visit <http://www.microsoft.com/dynamics/intro/default.aspx>.

For more information about Microsoft case studies:

Visit <http://members.microsoft.com/customerevidence/search/findevidence.aspx>.

For more information about the People-Ready Business:

Visit <http://www.microsoft.com/business/peopleready/default.aspx>.