



Citizant Awarded \$4.1 Million eCRM Contract by GSA

Citizant to customize and deploy Salesforce.com for GSA's Federal Acquisition Service

CHANTILLY, Va., May 11, 2010 — [Citizant](#), a leading provider of professional technical and business solutions to the federal government, today announced it will customize and deploy a [Salesforce.com](#) customer relationship management (CRM) system for the [General Services Administration](#) (GSA) [Federal Acquisition Service](#) (FAS). The three-year contract is valued at \$4.1 million if all options are exercised.

Citizant, with its partners [Acumen Solutions](#) and [Carahsoft](#), will manage Salesforce.com licenses and design, customize, and deploy a hosted, enterprise-wide CRM (eCRM) system utilizing Salesforce.com technology in a cloud-computing environment. The eCRM assignment will formalize the lessons learned from a hosted CRM pilot project that started in 2008, which was implemented and managed by Citizant for the FAS Office of the CIO.

The FAS Office of Customer Accounts and Research (CAR) enables understanding of FAS customer requirements for the range of acquisition services, solutions and options and helps customers select the best-value acquisition solutions. CAR will use the new eCRM system to collect, manage and report on interactions with FAS customers through training classes, tradeshow and surveys. The system will also help CAR better manage outbound mail and email marketing campaigns for its events and services.

“Citizant’s proposed software-as-a-service CRM solution using Salesforce.com offers GSA the advantages of agility and speed on both development and problem resolution compared to traditional software development cycles,” said Alba M. Alemán, president of Citizant. “Citizant is happy to be able to push forward into cloud computing with GSA, one of the Obama administration’s appointed lead agencies in this arena.”

In addition to its successes in enterprise system modernization for other government customers such as the [Dept. of Housing and Urban Development](#), the Defense Acquisition Service and the [U.S. Air Force](#), Citizant will leverage its expertise with data quality and information sharing. Citizant’s experts were instrumental in launching the first pilot of the National Information Exchange Model (NIEM) at U.S. Customs and Border Protection.

About Citizant

Citizant partners with government organizations to develop forward-thinking business and technology solutions that create a better future for all citizens. The company provides a seamless spectrum of award-winning professional technical services to define, protect, enable, manage, and measure solutions that enable mission success. Citizant specializes in delivering support services in the areas of Enterprise Architecture, Application Development, Data Quality, Information Sharing, and Information Assurance. Citizant is an ISO 9001:2008 certified company and has been independently appraised at the Software Engineering Institute’s CMMI Maturity Level 3. Citizant is a woman-owned and small disadvantaged business headquartered in Chantilly, VA, with an office in Washington, D.C. More information about the company is available at www.citizant.com.

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