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**Aston Asset Management Utilizes interlinkONE's  
Software for Marketing and Sales Force Automation****Great business, but looking for a little help**

Aston Asset Management started experiencing considerable sales growth. However, in order to manage the growth and to deal with their sales force being distributed and mobile, they needed a centralized and automated solution for managing contact and prospect data.

**Time to make the change**

ilinkSALES - Due to its deep functionality and ease of integration, Aston Asset Management selected ilinkSALES, interlinkONE's web-based sales force automation and customized sales reporting tool, as their solution.

**Great Benefits from the Change**

- Increased productivity through the use of a fully integrated web-based sales force automation and sales reporting system.
- Due to the centralized database, management has visibility into the activities of each sales rep.
- Sales activity can be viewed in a variety of formats: by dealer, by rep, by territory.
- Sales reps have the ability to enter and retrieve prospect and customer data, wherever they are, and whenever they need it.
- User-friendly, self-administrating site.
- Site is remotely accessible; however, there is also extensive data security in place.

