

EJADA has joined C4 Alliance Program of ec4u as Master Distributor.

C4 - Business Communications Management Available Now in Middle East and Northern Africa

EJADA (www.ejada.com) has joined the C4 Alliance Program of ec4u as Master Distributor with the Objective to Develop and Increase the Business around C4-Business Communications Management Solutions in the MENA-Region.

Karlsruhe (D) / Riyadh (Saudi Arabia) – ec4u expert consulting ag, a leading provider of services and software for Customer Relationship Management and Business Communications Management with offices in Germany, Austria and Switzerland, today announced that EJADA has joined the C4 Alliance Program as Master Distributor for the MENA region.

EJADA, a leading IT services & solutions provider in Middle East and North Africa, is partnering with ec4u to enable leading companies in MENA to improve customer communication. C4 allows organizations to significantly optimize the handling and processing of all kind of customer communication and at the same time increase the quality and reduce the costs.

„We are convinced to have found a viable partner with EJADA that will successfully position C4-Business Communications Management in the MENA Region”, states David Laux, spokesman of the ec4u management board.

The software application C4-Business Communications Management has already convinced many enterprises in Germany such as Deutsche Bahn (German Railways) or Deutsche Telekom (German Telecom) and has established itself as a widely accepted extension to leading CRM systems. Additionally, the C4 architecture provides a seamless integration into existing ERP processes

„C4 perfectly addresses the requirements and expectations of our customers“ says Youssef Ward, President of EJADA. “There is no easier way to create intelligent documents.”