

## Fishbowl Unveils Inventory 2012, with CRM Offering to Come

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Fishbowl released the most advanced update of its Fishbowl Inventory software in a special 10-year anniversary edition on Wednesday with enterprise-level features.

Available immediately, Fishbowl Inventory 2012 provides tools to manage inventory; process orders; operate a warehouse; print and scan barcodes; process payments; and an expanded user base. The system integrates with QuickBooks.

*"There are a lot of 'switchers or boomerangs' out there today, companies that need a 30-plus user system that had switched away from QuickBooks, realizing that's exactly what they need but at the enterprise level,"* said Fishbowl chief executive David Williams. *"Fishbowl Inventory 2012 gives businesses that ERP-level solution they need at a price point lower than the [license] renewal rate of most [standard ERP] systems. Fishbowl [Inventory 2012] provides them with a transparent view of product inventory for more control and in helping small business become fiscally strong and better able to make decisions."*

Later this year Fishbowl will also release a new customer relationship management system for use with Fishbowl Inventory built on its new cloud platform, Fishbowl Pipeline.

## **About Fishbowl**

Fishbowl Inventory is the No. 1 requested inventory management solution for seamless integration with QuickBooks, and is a popular standalone solution for organizations or enterprises looking to track assets. For QuickBooks users, it provides the same advanced features, flexibility and mobile inventory management control larger organizations enjoy. Available from [www.fishbowlinventory.com](http://www.fishbowlinventory.com) or a growing number of Fishbowl sales partners.

**Sign up for a personalized product overview by calling 1.800.774.7085 ext. 2 or visit our website at [www.fishbowlinventory.com](http://www.fishbowlinventory.com)**



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