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## Edgewater Fullscope Announces Participation at the 2017 NADITA Conference

### Helping Equipment Dealers Transform Their Business to Win Big

ATHENS, Ala., April 11, 2017 (GLOBE NEWSWIRE) -- Edgewater Fullscope, Inc., a wholly-owned subsidiary of Edgewater Technology, Inc. (NASDAQ:EDGW) and leading provider of Microsoft Dynamics 365 (formerly Dynamics AX and CRM), a modern technology platform for manufacturers, will be exhibiting for the second consecutive year at the 2017 [NADITA](#) (North American Dealer Information Technology Association) Conference. The NADITA Conference is the annual meeting of Caterpillar Dealer technology leaders and personnel. This event, which attracts Caterpillar dealers from around the world, will be held at the ARIA Resort & Casino in Las Vegas, April 24-27.

Fullscope will be highlighting the latest in Microsoft Dynamics technology from booth # 23. As a trusted solution provider to equipment dealers, the company is hosting an educational session, ***Betting on Microsoft: How Equipment Dealers are Transforming Their Business and Winning Big***, on Monday, April 24<sup>th</sup> at 10:00 am in the ARIA, Starvine 13 room. This sixty-minute session will focus on why equipment dealers like Milton CAT are relying on Microsoft cloud technology to improve customer experience and sales cycles. Specifically showcasing how to improve customer interactions by optimizing customer-facing interactions such as Account Management, Opportunity Management and Field Service. There will be a focused discussion on leveraging these capabilities regardless of existing DBS, Microsoft or SAP technologies. Seats can be reserved by RSVP to [kim.stegall@fullscope.com](mailto:kim.stegall@fullscope.com).

"Our CRM journey began as a corporate initiative endorsed by all operating groups within Milton CAT. Our initial objectives focused on aligning all of our operating groups, providing a 360 degree view of our customers and managing our sales process," said Rod Ford, CIO of Milton CAT. "We are driving CRM as a culture and working with the Fullscope team to leverage the power of Microsoft Dynamics 365 (CRM), which has enabled us to start the process of moving our technology to the cloud."

"We have deep roots within manufacturing and bring that expertise to the equipment dealer channel," said David Kohar, Managing Director — CRM at Edgewater Fullscope. "Having insightful interactions are absolutely key to a successful equipment dealership relationship with customers, and our team of experts help companies like Milton CAT transform their customer processes to drive revenue growth."

#### **About Edgewater Fullscope**

Edgewater Fullscope delivers innovative Microsoft ERP, CRM and BI solutions and services on premise or in the cloud to manufacturers in North America and Europe. The award-winning company is one of the largest resellers of Microsoft Dynamics 365 (formerly Dynamics AX and CRM). For more information, visit [www.fullscope.com](http://www.fullscope.com).

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Company Contact:

Beth Seitz

Director of Marketing, Edgewater Fullscope

[beth.seitz@fullscope.com](mailto:beth.seitz@fullscope.com)