



Jim Heaton
President
Vox Integrated Solutions Model
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Dear Jim:

As you know, DNA Genotek has completed its implementation of the Microsoft CRM software version upgrade.

Thanks to Vox ISM, our MS CRM upgrade project **was delivered on-time and on-budget as specified**. In the world of IT, that never happens! VOX offers superior technical knowledge and support with a *very customer centric approach*. Top tier consultants are available, able and willing to help!

We chose MS CRM for two main reasons:

1. MS CRM is extremely easy to customize and build to meet specific business process requirements. The workflow *process* functionality allows for great flexibility and customization of the system and can be implemented in-house or through consulting services.
2. MS CRM has a great partner network that enables 3rd party add-on's to meet your company's specific needs. We have utilized 3rd party Marketing Automation and Business Intelligence solutions that are easily integrated and designed specifically for MS CRM.

Sincerely,

Kathleen Wright

About DNA Genotek

DNA Genotek, a subsidiary of [OraSure Technologies, Inc.](#), develops products that optimize ease of collection and provide superior samples and proven performance for those requiring high-quality biological samples for nucleic acid testing. High-quality samples that are easily collected from target populations enable our customers to focus on translating their analysis and testing into significant worldwide advancements in health and science. DNA Genotek's success is based on our strong relationship with our valued customers, our innovative environment and our passion for quality.