# SocialSalesMap® wins Innovationspreis-IT at CeBit

At CeBit, the world's largest IT fair, SocialSalesMap has been awarded the prestigious "Innovationspreis-IT 2012" of the "Initiative Mittelstand" in the category CRM. Co-sponsored by IBM, the price is being awarded under the patronage of the IT commissioner of the German federal government.

When thinking of CRM, most people still think of tables and forms. But what about visualizing all contact and relationship information on an interactive, graphical map instead? This is exactly, what the SocialSalesMap does. It represents a new generation of business applications that leverages the possibilities of Web 2.0 to support sales teams to collaborate, win and grow.
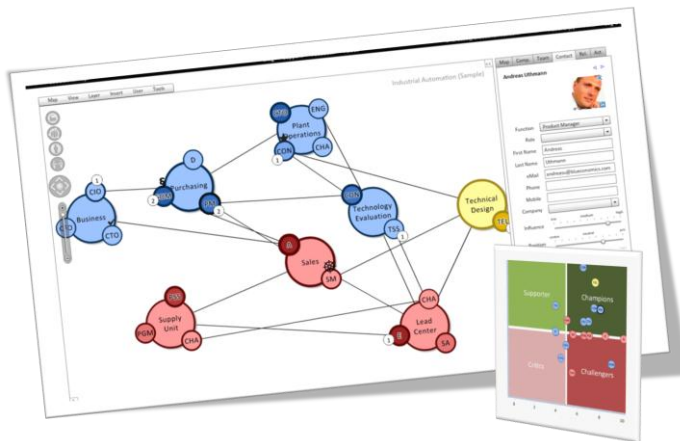
"For most people working in large enterprises, like myself for the last 17 years, it is hard to imagine the required effort and personal commitment in building a company from scratch and bringing innovation to market as a small start-up. It is just plain hard work.", says Andreas Uthmann, Founder and CEO of Blueconomics. "This award is a great recognition and compensation for the dedication of our team to build a very user-friendly, robust and powerful business solution."

"We are also well aware, that this would not have been possible without the continuous support of our customers and partners, who believe in the business potential and help us in taking the SocialSalesMap to the next level. Thank you."

Please find some consolidated info of the award at
http://www.blueconomics.info/socialsalesmap/innovationspreis-it/

Blueconomics. Empowering B2B Relationships. (www.blueconomics.com)
Founded in 2010, Blueconomics supports companies to increase sales and marketing effectiveness by leveraging the power of collaboration, social networks and customer relationship management (CRM).

Win.Grow.SocialSalesMap® (www.blueconomics.info/socialsalesmap)
SocialSalesMap® is a user-friendly, yet very powerful software service helping sales teams to win by applying social network visualization and social network analysis to B2B sales. The development has been co-sponsored by the Commission of Technology and Innovation (CTI) of the Swiss Federal Department of Economic Affairs (FDEA).