



Commence Corporation Celebrates its 37th Anniversary!

March 6, 2025 – Eatontown, NJ – Commence Corporation, a provider of CRM software and application development tools, is celebrating its 37th year in business. From a humble beginning, offering contact management software to small businesses today the company provides both desktop and cloud-based software applications, a customizable CRM solution and a new web-based application development platform. These solutions are coupled with an array of professional services including sales enablement, marketing campaign management and lead generation services.

“I am proud of the work our team has done over the years and the value our products and services have provided for our customers, many of whom have been with us for most of this journey” stated Larry Caretsky, President of Commence Corporation. “Industry analysts were often doubtful of our longevity as we have competed with many industry giants over the years. While many of our competitors are no longer around, we continue to provide exceptional value year after year to a very loyal customer base.”

When asked what is next for Commence Corporation Caretsky stated the following. “We do not have any plans to become an industry leader in new technologies like artificial intelligence but instead utilize these technologies as a platform to deliver new and enhanced business applications to our customers. This is what we have done successfully for 37 years. I do not see a reason to change now.”

About Commence Corporation:

Commence Corporation is a manufacturer of Customer Relationship Management Software (CRM), web-based application development tools and a provider of lead generation and marketing automation services. The software automates and streamlines the internal business processes that impact how businesses market, sell, and provide service to their customers. Ready to use applications are available for managing accounts and contacts, sales, customer service ticketing, marketing automation and project management.

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