

Keep that New Year's Resolution to Stay Better-Connected: Socialibrium launches Scale, an automated relationship management tool for the BlackBerry®

Managing relationships is difficult, and you don't have to be a salesperson for it to be important to you. Scale can help. Scale represents a new class of relationship manager – one that is automated, easy-to-use, and inexpensive.

Short Hills, NJ – January 19, 2010 – Socialibrium LLC, a newly formed provider of relationship management software, is pleased to announce the launch of Scale – an automated, easy-to-use relationship management tool for the BlackBerry® smartphone that introduces a new concept in relationship management tools.

Scale provides an automated "heatmap" for a user's professional and personal network based on frequency of contact. Day-to-day interactions through email, phone calls, SMS, and meetings are automatically imported into Scale and then reflected in a dynamic, color-coded dashboard. One quick glance immediately identifies who requires the most urgent attention.

"There are numerous resources for sales-oriented professionals to help them track leads and sales prospects, but these often require a lot of manual work to keep updated – calls, meetings, and emails generally need to be logged or tagged to accounts. They are also often too complex, too robust, or too expensive for many users – both sales and non-sales alike," says Ray Bernaz, founder and CEO of Socialibrium. "But managing relationships is a vital skill for everyone, and Scale is here to help.

"Scale provides a different approach. By removing the need to manually track interactions, and then automatically highlighting where there are gaps in your network, Scale provide a relationship management tool anyone can utilize. The interface is simple and using Scale requires no additional work. Depending on one's needs, Scale can be used with, or in place of, more complex CRM systems."

Scale also gives users a single place to find all their communication history with their most important contacts. All calls, emails, SMS, and meetings are organized by person in Scale's dashboard, prominently showing users how long it's been since they were last in touch.

Bernaz summarizes, "This is a tool that helps me be a better 'networker' and more thorough professional. With all the 'noise' across my daily life, it is all too easy for days to turn into weeks and weeks into months before I remember to call someone back or send a quick email. Scale ensures this doesn't happen by reminding me to proactively keep all my relationships at the 'right temperature'.

"Our beta-testers, who ranged from wealth managers to stay-at-home moms, unanimously reported feeling more connected across their network of professional and personal contacts, and their levels of interaction increased up to 100%; resulting in more calls placed, emails or text-messages sent, and meetings scheduled."

Scale is also unique in that users can continue using their current email account, address books, and phone number – there is no need to adapt any tools or behaviors to integrate Scale into their daily lives. Scale works regardless of email type or client.

Finally, with Scale, a user's data is always safe as it resides on the device, not in a third party "cloud". Socialibrium has no access in any way to the data stored on the device.

A 7-day trial of Scale is available for free, and subscription plans are offered at \$15 per month or \$150 per year. Those interested in trying Scale can visit www.scalesw.com or find it in BlackBerry's AppWorld.

About Socialibrium LLC:

Socialibrium LLC simplifies relationship management by providing an automated dashboard that reflects the health of your relationships based on frequency of contact. Socialibrium was founded in April 2008 by Ray Bernaz and is based in Short Hills, NJ.

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www.socialibrium.com or www.socialibrium.com/press (for photos, videos, and product screenshots)