

**AWARD WINNING X2 ENGINE THAT POWERS BUSINESS U'S CRM PLATFORM NAMED TO CONSTELLATION SHORTLIST**  
*Recognizes and validates organizations seeking a more transformational engagement approach in workforce and education markets.*

Los Angeles, Calif. — Business U announced today the X2 engine that powers its customer-relationship management (CRM) platform, B2B Engage®, has been deemed a three-time winner by Constellation Research for innovation in automating relationship management and marketing, making it easier for organizations to engage with their target audiences.

In the first quarter of 2019, the X2 engine CRM was named to the Constellation ShortList in three categories: Sales Force Automation, B2B Marketing Automation (business-to-business) and B2C Marketing Automation (business-to-consumer). B2B Engage® was specifically designed by subject matter experts in the workforce, education and economic development markets to support the relationship building tasks required for success with customers, stakeholders and partners.

Constellation Research, a Silicon Valley-based technology research and advisory firm, advises leaders on leveraging disruptive technologies to transform their business models. Products and services named to the Constellation ShortList meet the threshold criteria as determined through client inquiries, partner conversations, customer references, vendor selection projects, market share, and internal research.

"Digital leaders seek clarity on what exponential technologies will support their new business models," said Ray Wang, chairman and founder of Constellation Research. "This Constellation ShortList filters the signal from the noise and highlights the key technologies our analysts recommend to our clients."

"We're honored that the X2 engine, the power behind B2B Engage's technology platform has been recognized in three specific categories in the Constellation ShortList this quarter," said Business U Co-founder and CEO, Dr. Christine Bosworth. "Our team has worked diligently these past five years to develop a CRM that ensures our public-sector clients have a state-of-the-art and cost-effective platform to meet funder, customer, and partner goals and expectations resulting in efficient grant management and reporting including a maximized approach to outreach and engagement, whether it's focused on their consumer markets (job seekers/students) and/or their B2B stakeholders (employers, partners and industry)."

The X2 engine CRM is the only product to be recognized across all three Constellation ShortList categories. B2B Engage® delivers significant cost savings for organizations pursuing digital transformation by maximizing both marketing and relationship-management automation through a single product implementation. B2B Engage continues to improve, delivering:

- Advancements within a single-marketing automation function, a workflow engine, and a web-based application platform providing personalized experiences relevant and customized for our nationwide CRM customers.
- Responsiveness at scale using integrated email functions, landing pages and web lead forms.

Business U co-founder Celina Shands shares that the company recently used B2B Engage® as part of a complex regional campaign for 14 California community colleges working to boost enrollments in career education programs. The platform was used for an automated email series (e-marketing campaign) and for opt-in forms to generate leads through highly engaging landing pages. "Because B2B Engage is an all-in-one platform with highly sophisticated marketing automation, we were able to generate more than 500 student leads for the 14 colleges. It minimized the workload of our customers and maximized efficiencies through strategic automation strategies."

For more information about Business U and its CRM platform B2B Engage®, visit [the Business U website](#) or follow us on [Twitter](#)

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Through professional development, demand-driven business engagement strategies and CRM technology, Business U elevates organizations to effectively meet industry's workforce needs, resulting in job seeker and student success. Business U is accredited by the [International Association for Continuing Education and Training \(IACET\)](#), it is the only institutionally accredited organization in the nation focused on business engagement within the workforce, education and economic development vertical markets. Business U earned IACET's 2017 Innovator of the Year in Learner Engagement Award. More at [www.Business-U.net](http://www.Business-U.net)

