



ICT Deals and Dealings

*iStart's monthly summary of news and deals affecting New Zealand's enterprise ICT market*

### **AppWrap ICT Deals and Dealings - December 2009**

Compiled by Simon Hendery, iStart News Editor

#### **New Products and Services**

Software vendors NetSuite and InsideView have launched a new business solution, InsideView for NetSuite, which they say is the first “social intelligence” application to bring social media to both CRM and ERP. The solution gives NetSuite users direct access to relevant intelligence harvested from social media platforms including Twitter, LinkedIn and Facebook, as well as editorial sources such as Thomson Reuters.