FrontRunner Professional and Continental Computers announces a strategic Development Partnership to release the new "Total Business Solution" - *powered by Directors Assistant.*

The partnership pairs FrontRunner's industry-leading websites, personalization capabilities, revenue generators and strategic marketing initiatives with the power and performance of Continental's Directors Assistant software to create a single, tightly-integrated product that will elevate funeral service software to its most advanced level yet.

"This single-product approach will provide the greatest value to clients and a much tighter user experience," says FrontRunner President Kevin Montroy. It will also set the stage for an unprecedented level of new advancements to arm funeral professionals with the most advanced technology on the market to help them stay ahead of the curve."

With affordable options designed to work with any size firm, Funeral Professionals no longer need to settle for casket vendor solutions that often own and control their data, their domain name, their online visitor traffic and their online profits.

This new synergy allows the two companies to come together and combine the strengths and talents of more than 60 full-time programmers, developers and creative teams to provide a complete solution for funeral directors, cemeteries, crematories and combinations around the world.

Kevin Montroy, President of FrontRunner explains; "As part of this commitment, FrontRunner decided to abandon their current Integration Partnership with other management software vendors in order to focus 110% on developing the best solution on the market. This single product approach will provide the greatest value to clients and the much tighter user experience that was missing from simply creating a connection between two software's.

"Directors Assistant is clearly the independent leader in the management software space with over 8,000 users. Compare this with their next closest competitor with less than 800 users, I think it speaks volumes to their superior software model. The Total Business Solution will provide a single-entry, completely integrated system in which data flows seamlessly from front end to back end and through public facing websites designed to drive more families to our clients firms", adds Montroy.

"FrontRunner Professional was the only website company that Directors Assistant has ever trusted to integrate with," Says Continental's Wes Johnson. "This new development partnership is the pinnacle of forging a long-term partnership to create the very best technology solutions for the funeral profession."

FrontRunner and Continental Computers respect the investment that many firms already have in their current software and as such, we are making options available that allow users to easily convert to the solution that can best help their firm.

For more information on this exciting new offering, contact us at FrontRunnerProfessional.com, 1-866-748-3625 or ContinentalComputers.com, 1-800-240-1016.