

## BlueCamroo Introduces Updated Connected Business Operations Experience for SMBs

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Concord May 16, 2026 - BlueCamroo today announced the introduction of its updated platform experience and refreshed market positioning focused on helping small and mid-sized businesses manage sales, projects, support, and operations through one connected system powered by workflow automation.

The updated direction reflects BlueCamroo's continued evolution toward a fully connected business operations environment that combines CRM, sales management, project delivery, customer support, workflow automation, and operational management tools into a single integrated workspace.

Designed specifically for growing businesses, BlueCamroo helps organizations reduce the inefficiencies created by disconnected single-purpose applications by providing a unified operational platform where information, workflows, and teams remain connected across the business.

"Our focus is helping businesses simplify operations while gaining greater visibility across their day-to-day activities and customer interactions," said Tomek Maszkiewicz, Co-Founder and CSO of BlueCamroo. "Many SMBs continue to struggle with disconnected tools, duplicate processes, and fragmented operational visibility. BlueCamroo was designed to bring these operational areas together into one connected system that is easier to adopt, manage, and scale."

As part of this platform update, BlueCamroo also introduced:

- a redesigned website and updated platform presentation
- simplified messaging centered around connected business operations
- streamlined pricing focused on one integrated platform experience
- expanded emphasis on workflow automation and operational visibility
- updated product resources, support materials, and platform communications

The platform enables businesses to manage customer relationships, sales activities, projects, support operations, workflows, and day-to-day business processes from one connected environment while improving collaboration, operational visibility, and organizational efficiency.

The updated website & platform experience are now live at: <https://www.bluecamroo.com>

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### About BlueCamroo

BlueCamroo is a connected business operations platform designed for SMBs. It combines CRM, sales, projects, customer support, workflow automation, and operational tools into one integrated system that helps businesses manage operations more efficiently through one connected workspace.



### BlueCamroo Inc.

3100 Steeles Avenue West  
Suite 510  
Concord, Ontario L4K 3R1  
Canada

[www.bluecamroo.com](http://www.bluecamroo.com)

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Press / Analyst Contact:

Tomek Maszkiewicz  
Chief Executive Officer  
[tomek.maszkiewicz@bluecamroo.com](mailto:tomek.maszkiewicz@bluecamroo.com)