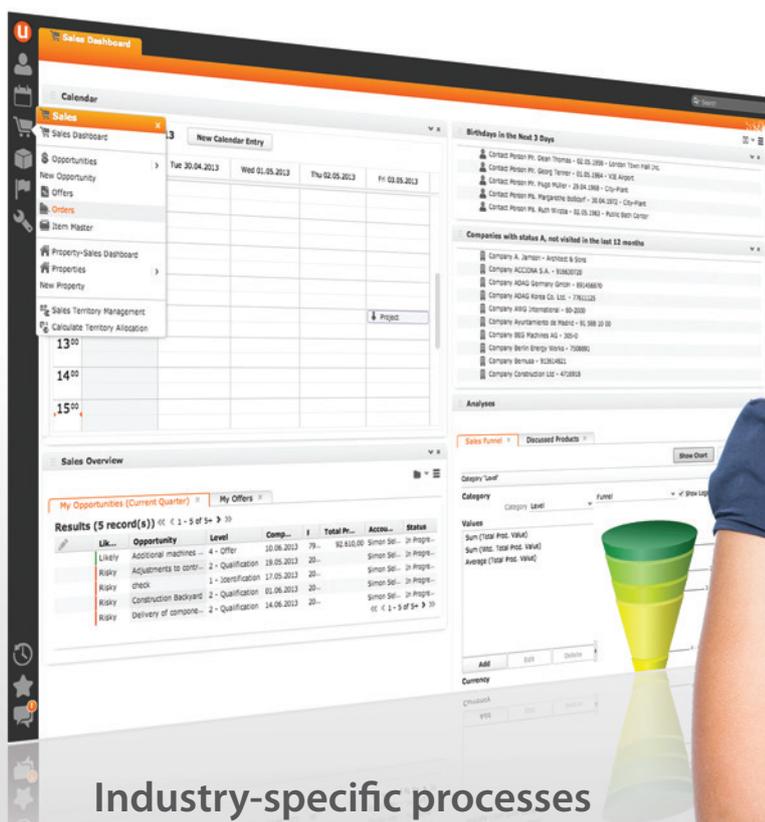




CRM software personalized just for you:
Tailored to companies and their users



The screenshot displays a comprehensive CRM dashboard. At the top, there's a 'Sales Dashboard' header. Below it, a 'Calendar' section shows a grid for the week of April 30 to May 6, 2013, with a 'New Calendar Entry' form. To the right, a 'Birthdays in the Next 3 Days' panel lists contacts like 'Oliver Thomas' and 'Georg Terner'. Below that, a 'Companies with status A, not visited in the last 12 months' panel lists various international companies. The main 'Sales Overview' section features a table titled 'My Opportunities (Current Quarter)' with columns for Likelihood, Opportunity, Level, Completion, Total Price, Access, and Status. A funnel chart is visible in the bottom right of the screenshot.

Industry-specific processes
Sales, Marketing and Service
Easy and intuitive



» Our customers are **more successful.**



Product information
update.CRM



Industry



Life Sciences



Consumer goods



Financial services

Your Industry

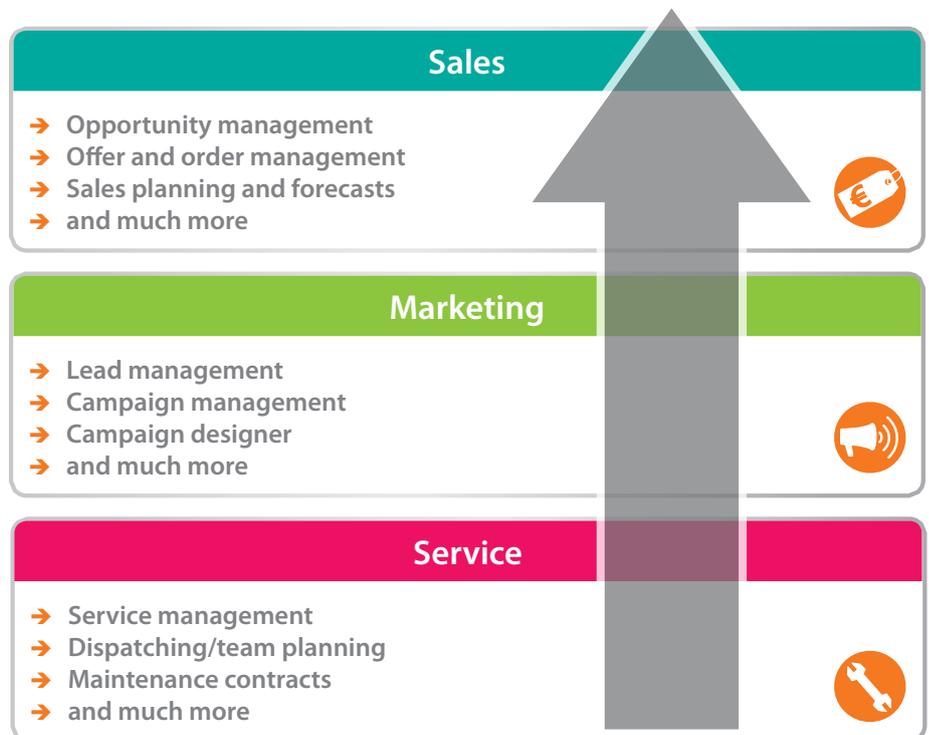
We work with specialists in the fields of **construction, construction supply, manufacturing, pharmaceutical and medical technology, consumer goods and financial services** to ensure that your customer-related processes are always supported properly. From the first moment you launch update.CRM, you'll enjoy the benefits of a CRM solution dedicated to your specific industry, making it quick and easy to tailor to your own specific processes.

Your Business Processes

Regardless of whether you work in **sales, marketing or service**, update.CRM lets you integrate your workflows smoothly into the CRM system. Core processes like managing customer data, activities, calendar and tasks come pre-configured. Role-based configurations allow you to address the needs of specific users, resulting in higher quality data being collected throughout the company.

The system **mimics the flow of real-life business processes**, guiding the users through different situations as they arise and thus increasing acceptance for the system. Intelligent, context-related and customizable process templates simplify the process of entering data and guide users through the necessary tasks step by step.

Customer satisfaction



Your CRM Experience

update.CRM was designed from the ground up to be **intuitive**, and the final product is more than just easy to use: it increases efficiency and the quality of service for end customers. The focus here is squarely on the users, improving their interaction with the CRM software by providing **extensive visual cues** and customization options to suit each user's working methods and preferences. This starts with the completely flexible user interface, which can be configured by users regardless of their position or status. By letting the individual users define which information, links or records are displayed in the task area, the software ensures that only the information needed for the current task is actually displayed. Instead of being confronted with overloaded dashboards, users can take in key CRM data at a glance. The design makes **heavy use of context recognition** as the user navigates through the system. Configurable help texts like tool tips offer important advice on completing the individual work steps.

Your Technology & Security

The security and availability of your data are important to us, so we developed update.CRM around Microsoft's proven .NET architecture. The cutting-edge result delivers **top performance** and **high scalability**. update.CRM's Software as a Service model is hosted exclusively using major European partners, including IBM and Amazon. **Advanced security reviews** and **data encryption** ensure the safety of your data. update.CRM was developed to support the latest technology, including **HTML5, CSS3 and jQuery**. This guarantees that your system is future proof and can continue to be upgraded and expanded over time.

Your Flexibility

update.CRM works with all standard web browsers, including Internet Explorer, Mozilla Firefox and Google Chrome, so you will always be able to access your CRM data. The software can also be used offline, should no network access be available. update.CRM offers precisely the right level of flexibility and scalability to fit seamlessly into your existing IT landscape. update.CRM not only adapts to you, it also fits your working environment.

Your update.CRM – Your 360° Success

update.CRM is a comprehensive CRM solution for **professional customer relationship management**. Our award-winning software is the culmination of 25 years of CRM experience. Alongside its broad functional scope and cutting-edge technology, the ultimate focus of update.CRM is always on the needs of users. A range of add-on products including **mobile solutions, options for integrating into social online media** and **analytical components** round out update.CRM, making it a world-class CRM software solution that perfectly serves the needs of both individual users and the company as a whole.



Focusing on the user

- **Rapid user acceptance during roll-out**
- **Higher usage rates**
- **Reduced error rates**
- **Improved data quality**
- **Lower training costs thanks to intuitive usability**

"We think users will very quickly come to like its look and feel and appreciate how easy and comfortable it is to use."

*Susanne Albinger, Team Leader Development,
update software AG*

About the company

update software AG

With more than **200,000 users** in more than **1,600 companies**, update software AG (www.update.com) is one of the leading European providers of customer relationship management (CRM) software. update software AG is based in Vienna, with subsidiaries in Germany, Switzerland, the Netherlands, France and Poland. The company is also represented across Europe through a network of established partners.

update has been listed on the German stock exchange in Frankfurt am Main since 2000. update software AG has borne its current name since May 2002, and Thomas Deutschmann has been the Chief Executive Officer (CEO) of the company since November 2002. His colleagues on the Executive Board are Arno Huber as Chief Technology Officer (CTO) and Uwe Reumuth as Chief Financial Officer (CFO).



» Our customers are **more successful.**

Headquarters update software AG

Opengasse 17-21
A-1040 Vienna
Austria

tel.: +43 (1) 878 55-0
fax: +43 (1) 878 55-220
mail: info@update.com

www.update.com

copyright 2013 | update software AG

All company and product names contained in this document might be protected trademarks of the respective entities. All information contained herein may be changed at any time if required, without any prior notification and may not be reproduced or circulated in any form without the prior written approval of update software AG. In no event shall update software AG be liable for the completeness of the information contained in this document.