



update.seven CRM Suite

Profit from our technological innovations

Our standard CRM industry solutions for industry, Life sciences and Financial Services build on our proven web-based CRM application update.seven. A series of high-performance additional products complete the update.seven CRM suite to provide a high-quality solution that optimizes your customer-relevant business processes in marketing, sales, and service.

More than 20 years' experience, CRM expertise, and permanent enhancement help our customers achieve more success in professional customer relationship management.

Product Overview | At a glance

Our solution and additional products

- Web-based CRM Application
- Mobile CRM
- Social CRM
- Integration
- Administration | Analysis



» Our customers are **more successful.**



Product Overview
update.seven CRM Suite

Product Overview

With our products and services, we concentrate on the optimization of customer-relevant business processes in marketing, sales, and service. update.seven, the current seventh generation of update's CRM suite, includes many and varied modular applications and thus provides a flexible premium solution for operative, collaborative, and analytic CRM.



Web-based CRM Application



All CRM Processes in your Browser
update.seven web
access your customer data anytime

Based on the latest AJAX and .NET technology, update.seven web offers the complete functional spectrum of our CRM suite in a browser environment. All industry-specific processes for Marketing, Sales and Service are supported and can be adapted to your requirements quickly and easily. update.seven web allows you access to all your customer data at any time and you can work offline or online without functional limitations. Up-to-date CRM data is also available to you on the road, via WLAN or Web terminals, securely wherever you are. The 360° view of the customer, individual analyses and the graphic representation of reports display all relevant information at a glance. The latest technology offers, amongst other things, interfaces similar to those in "Windows", with interactive feedback, drag & drop functions and context sensitive support.



Mobile CRM



CRM app for iPads
update CRMpad
more time for essentials

The update CRMpad native iPad application was specially developed for iPad to make all your mobile work even easier. A clear dashboard you can adjust to your individual needs is your personal start page and your mobile CRM access point. You can see all your appointments, tasks to do and the customer location in an interactive road map. The offline availability means you can process all the data saved on the iPad at any time even without an Internet link. Easy use and swift data access make all field-work vastly more efficient – without having to display the entire CRM system.

Mobile & Smartphone Client
update.seven mobile & touch
CRM solution for the road



With update.seven mobile and update.seven touch you have ongoing online access to all your CRM data in real-time. Thanks to the intelligent search functions, all information about people, companies, and contact history is available to you everywhere and at all times. Our mobile solutions support a broad range of mobile end devices and enable direct communication from the application, the creation, processing and deleting of data sets, as well as the localization of customers in your area using GPS support. Especially for your outside sales and service employees, this represents a practical expansion of the CRM solution.



Your Client for the Road **update.seven web offline**

complete online database available offline

With update.seven web offline, your CRM solution is also available offline. Even without a permanent Internet connection you will have continued full access to all data. The data comparison and synchronization take place using sophisticated data replication.



Social CRM

Social Media Integration

COSMIC

The Social CRM Tool for communication via all channels

COSMIC seamlessly integrates social media with your CRM system and analyses, evaluates and stores results from the automated Internet search for user-generated content directly in the CRM. The data is centrally available to the company, can be passed on to other departments and linked to tried-and-tested operative processes. Search options, keywords and sources can be freely defined and adjusted at any time. High-capacity dashboards enable the identification, evaluation and analysis of relevant conversations on social media platforms, as well as comparisons across time. The direct dialog from the CRM to social platforms such as Twitter creates new channels of communication. The data on people identified in this way is recorded and maintained in the CRM system.

Integration



Interfaces to your System Environment

update.seven interface & webservice



bi-directional XML and web services interfaces and BizTalk connectors

Pre-configured services simplify the integration of CRM functions into your entire application environment, including a variety of ERP systems (also certified for SAP NetWeaver®), so that customer-specific data remains synchronized at all times. Both modules, update.seven interface and update.seven webservice, are based platform-wide on SOAP and XML and enable data exchange via the XML enabled system of your choice, such as Microsoft BizTalk.



Telephone Integration

update.seven phone

for your outgoing and incoming calls

In both technical and process terms, update.seven phone is deeply embedded in the CRM suite: inbound as well as outbound

activities form part of update.seven CRM processes. It enables telephoning directly from the CRM solution, to the automatic detection of a caller with associated automatic processes. update.seven phone offers the optimal solution for telemarketing and call center applications.

Appointment, Calendar & E-mail Synchronization

update.seven groupware

update.seven connector for Exchange & Domino integration for your groupware solution

The update.seven groupware products automatically synchronize your e-mails, appointment and contact data between update.seven and Microsoft Outlook® or Lotus Notes. Thanks to the integration with the CRM solution, your customers' contact history is completed automatically. Data enrichment of the groupware system from the CRM can take place at the same time. This ensures that all customer information is available to all CRM users, and groupware users can be incorporated into the CRM process. Every employee – also via mobile devices – therefore has access to the company-wide communication with your customers.

Administration | Analysis

Configuration Management & Documentation

update.seven cockpit

manages, documents and enhances your CRM system

update.seven cockpit forms the basis for a detailed and up-to-date system documentation of your CRM system. You manage your configuration elements (design elements, data model, triggers, etc.) as processes, continuously record adjustments and, thanks to comprehensive descriptions, receive an overview of the system and its enhancements, including a change history. The included transport management enables a very simple transfer of the development system to the test and productive systems. An international CRM system can therefore be centrally managed and distributed easily among several subsidiaries.

Evaluation Functionality

analyses & reporting

Analytical CRM components complement the operative CRM to make it a continuous solution. Both your own operative CRM data as well as external data sources can be used as the basis for this. Integrated analysis functions as well as linking to BI tools provide multi-dimensionality, drill-down, and drill-through possibilities, thereby delivering quick analyses and reports tailored to your needs, and decision-making assistance based on these.



About update software AG

With more than 170,000 users in more than 1,500 companies, update software AG (www.update.com) is one of the leading international producers of systems for customer relationship management (CRM). update software AG is headquartered in Vienna. update has subsidiaries in Germany, Switzerland, the Netherlands, France, Hungary, the Czech Republic, and Poland. In addition, update is represented around the world by established partners. With approximately 300 employees, update achieved sales of EUR 31.7 million in 2011. Since 2000, update has been listed on the German stock exchange in Frankfurt am Main. Founded in 1988, update software AG has operated under 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 Dipl.-Ing. Arno Huber as Chief Technology Officer (CTO) and Dipl.-Wirtsch.-Ing. Uwe Reumuth as Chief Financial Officer (CFO).

Interested?

If you want to receive more information about our products and services, just let me know.



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» Our customers are **more successful.**

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