



A solid red rectangular area containing the SuperOffice logo (a stylized owl icon) and the text "SuperOffice" in white. Below the logo, the text "CRM DAGE" and "2018" is written in a large, white, sans-serif font.



# SuperOffice roadmap og produktudvikling med fokus på kunden

*Martin Houlberg Jensen, National Product Responsible*

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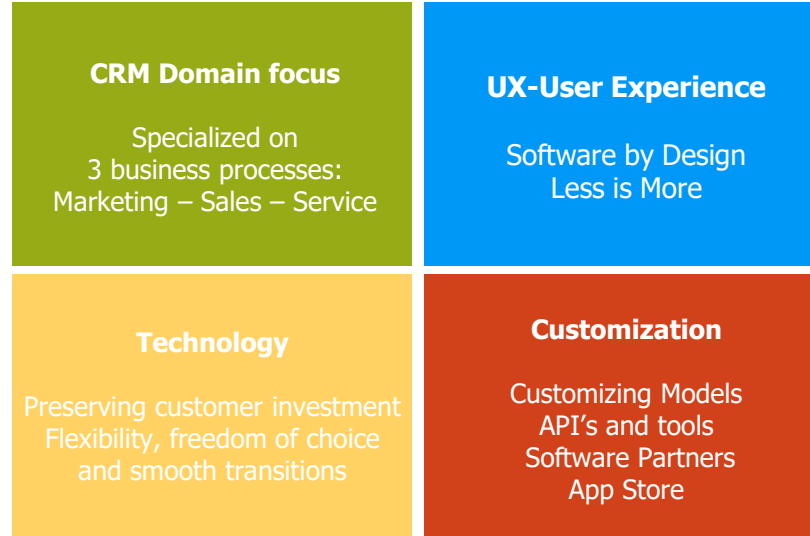
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## Agenda

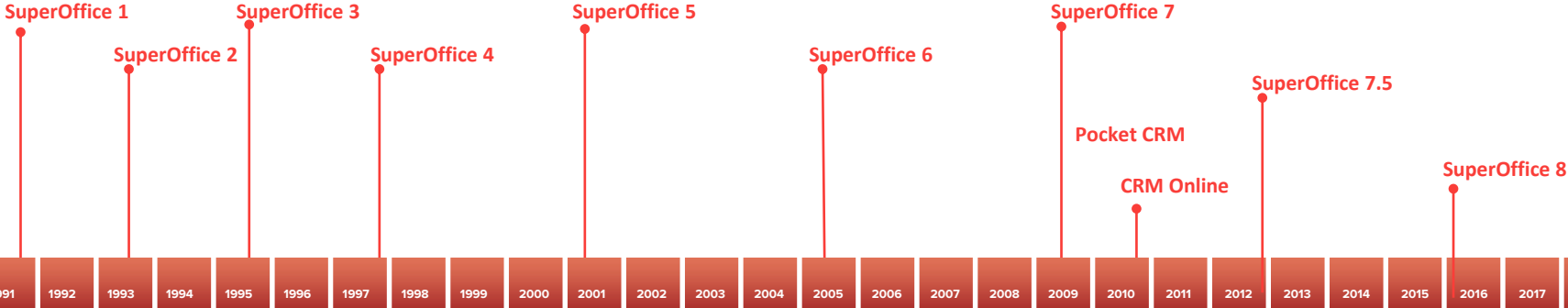
- Vores fire grundpiller
- Historisk set
- SuperOffice "2020 Vision"
- Men pludselig sker der noget
- SuperOffice 8.2
- Fremtiden



# Vores fire grundpiller



# Historisk set



# SuperOffice Product Development



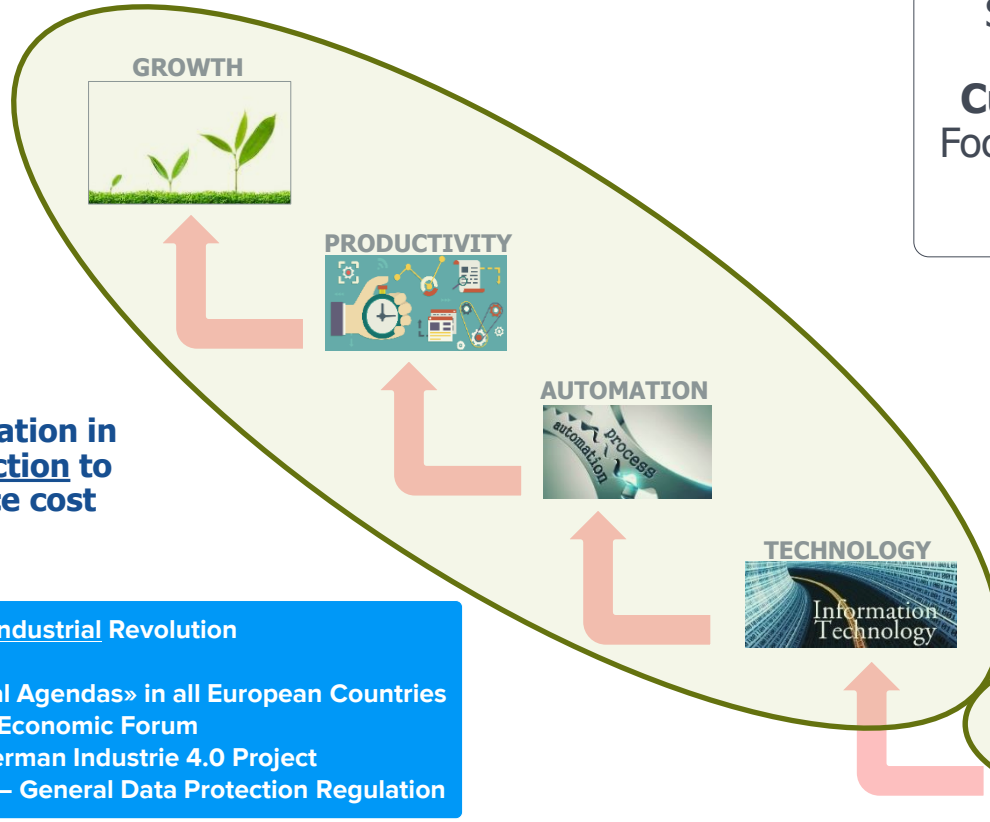
Samt lokale NPR i hvert land – bl.a. jeres talerør i ”ramp-up”-faserne

# SuperOffice 2020 Vision

**Automation in  
Production to  
reduce cost**

## The 4th Industrial Revolution

- «Digital Agendas» in all European Countries
- World Economic Forum
- The German Industrie 4.0 Project
- GDPR – General Data Protection Regulation



SuperOffice will deliver standard software and tools for **Customer Process Automation**. Focus is Marketing, Sales and Service and applications for internal & external use.

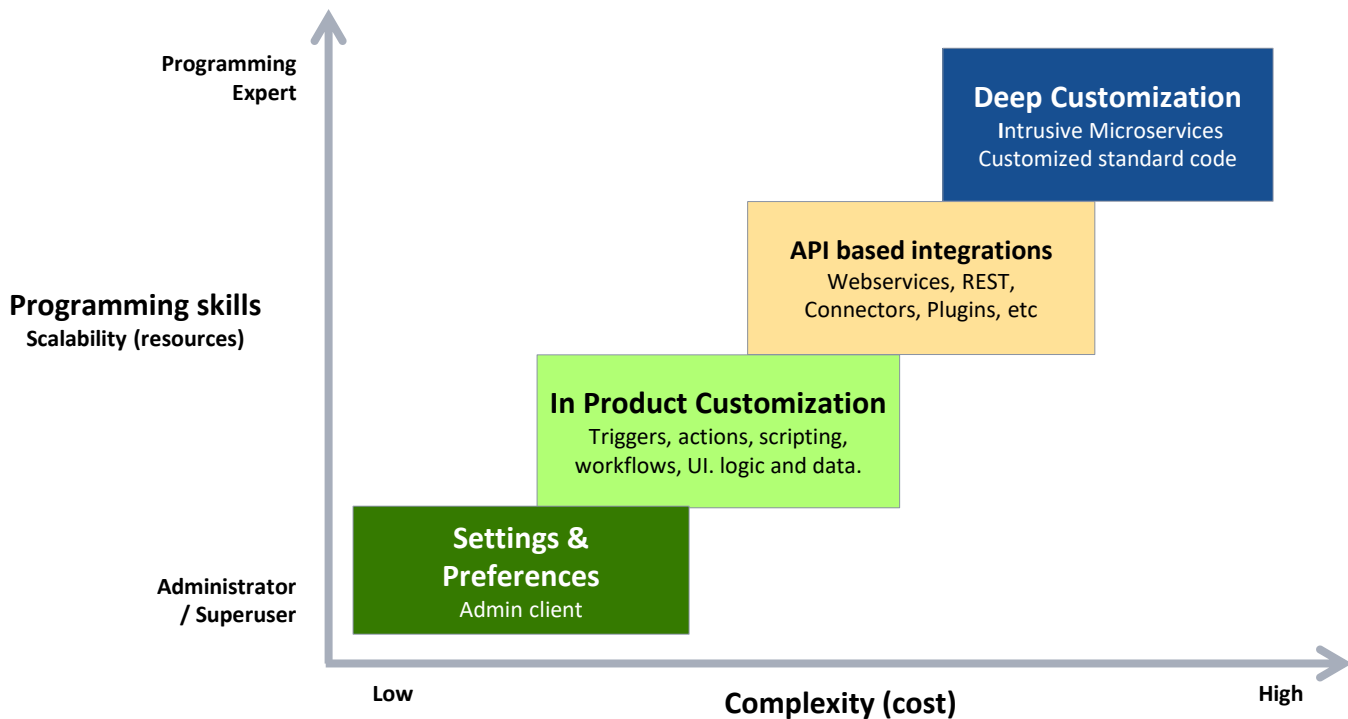
**Customer Self Service**      CRMScript  
**Marketing Automation**      Algorithms  
GDPR & Privacy      Expander Tools  
IoT, Big Data Analytics      Customer Intelligence

**CRM PROCESSES**

We help our customers...  
Find    Catch    Keep  
...more customers!

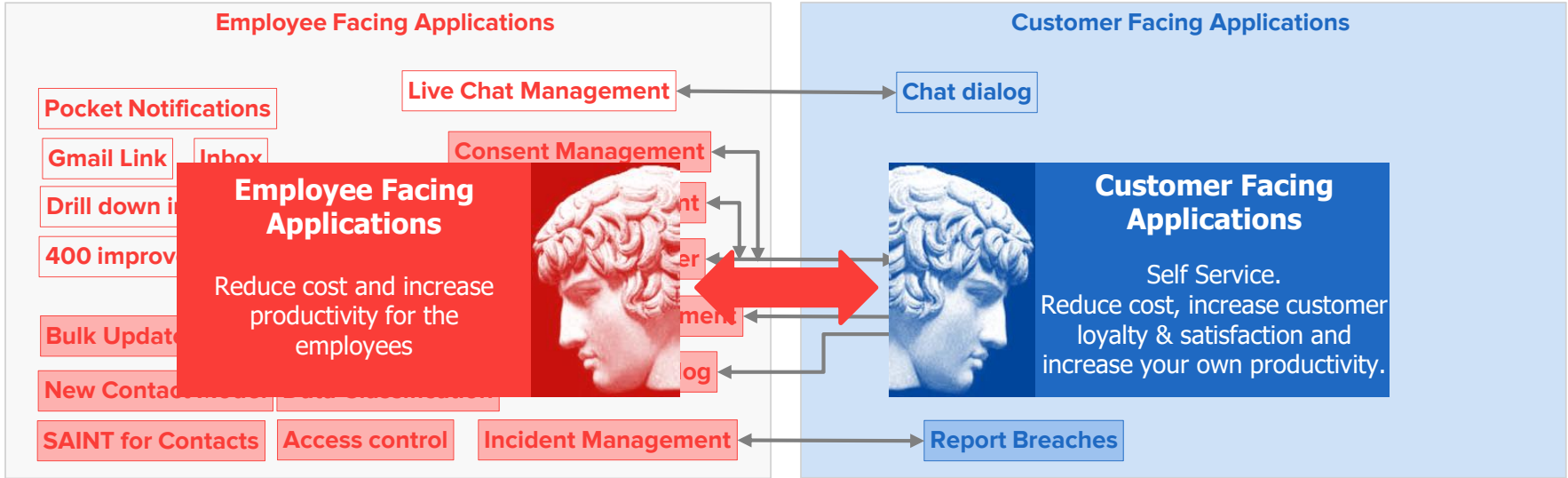
**Marketing  
Sales  
Service**

# Fire veje til customisering, udvidelse og integration





# Customer Process Automation



CRM is not only an efficient tool for your employees, but also a platform for efficient customer communication.

## Technology & Tools

CRMScript

Quote Connector

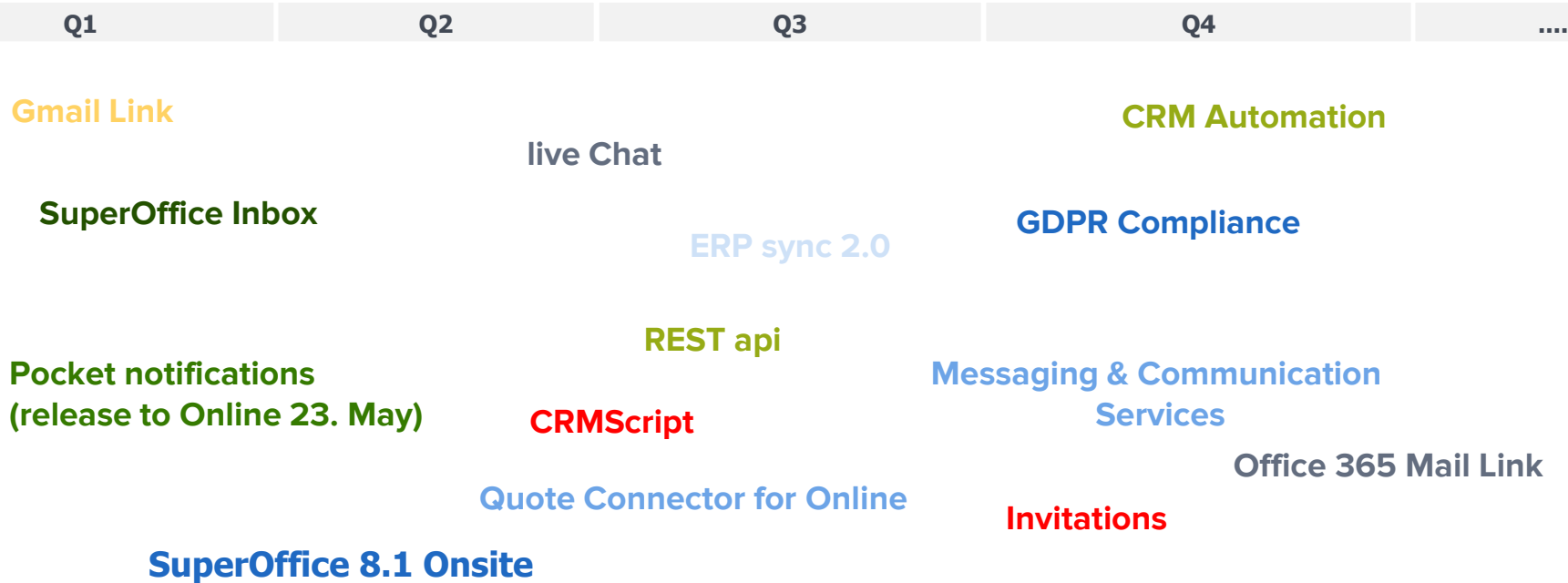
REST API

SCIL – javascript Client Technology Framework

SuperID

2-factor

# Product releases 2017



Men pludselig sker der noget

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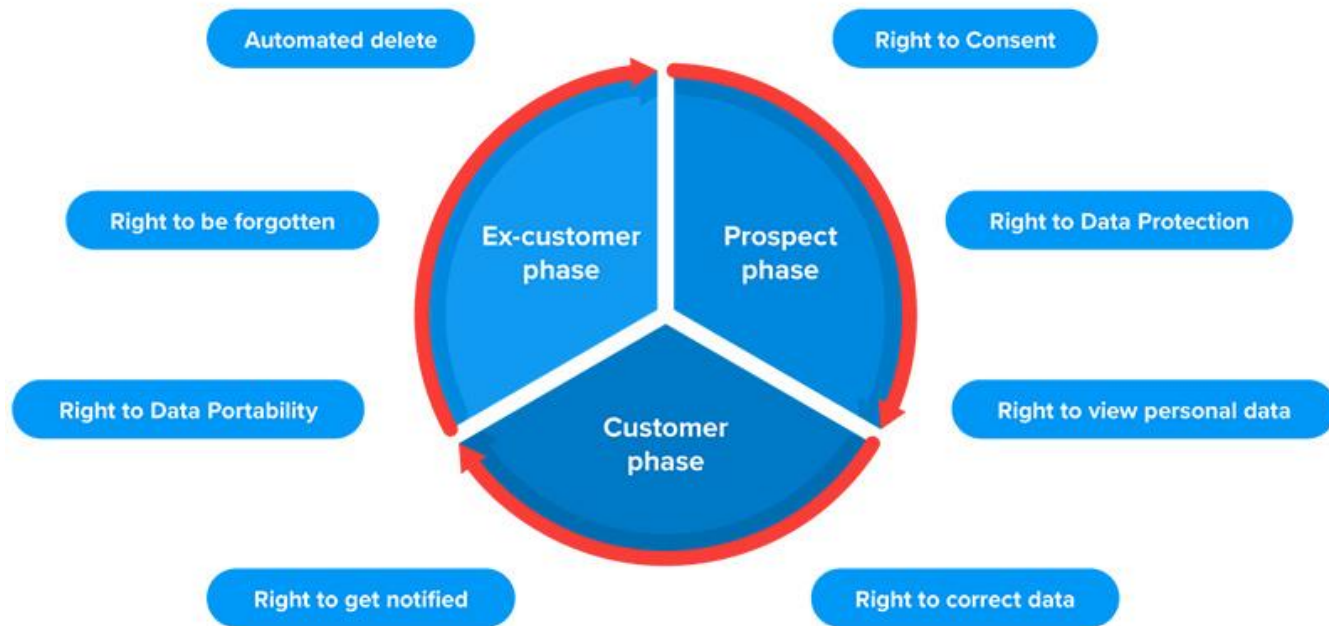
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**SuperOffice**®

# Fra artiklen “GDPR og SuperOffice CRM”



# Product releases 2018

Q1

Q2

Q3

Q4

...

## 8.2 «Meet the Challenge!»

Consent Management.  
Subscription Management.  
Bulk Update. Migration Tools.

## 8.2 Additional features release

Bugs & Wishes, NPS, market etc.

«Personify» / «Ready for Service»  
Migrate Service customers.  
Merge contact records.  
Seperate entity.

## Classifiy and Protect

Categorize Personal Data and  
Extended Access Protection.

## «Meet the Rights»

Privacy Rights Management.  
Insight, remove, data portability.

## More ...

Extended logging.  
Automated Delete.  
Extended Incident Management.

## «Design Your Forms»

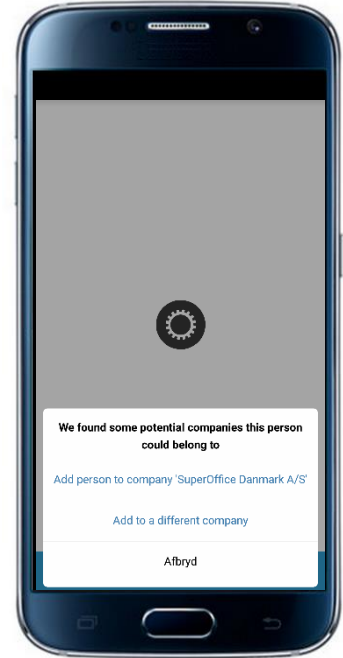
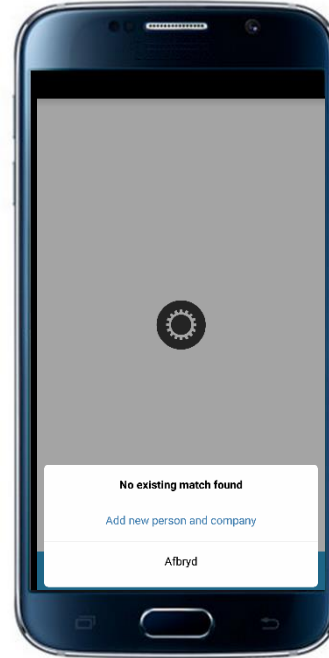
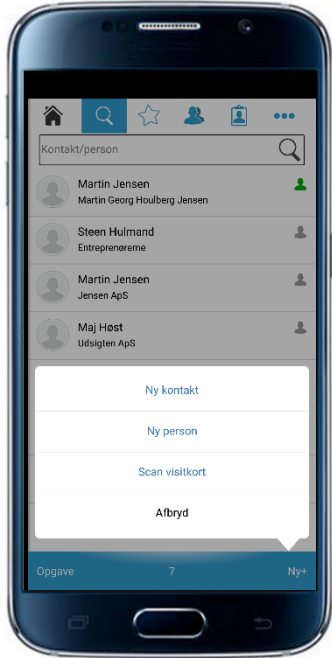
Interactive and dynamic Web forms.  
Designer and widget.

# Hverdagen

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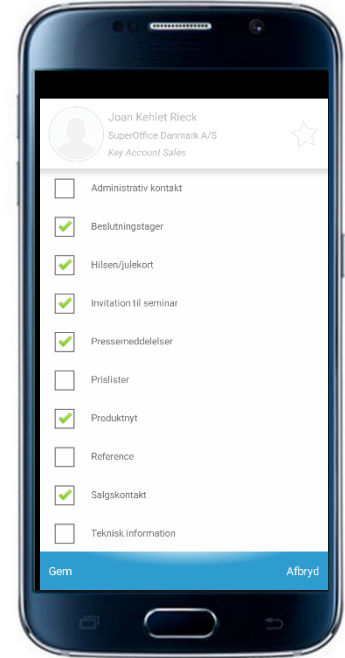
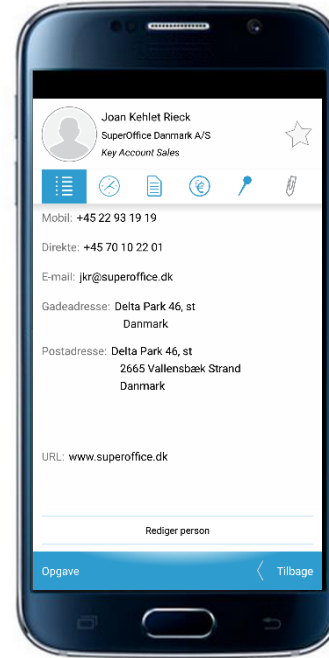
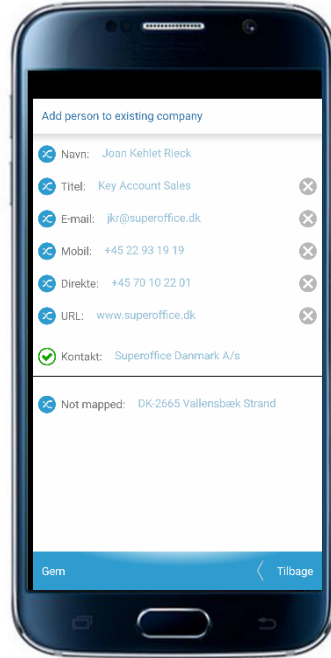
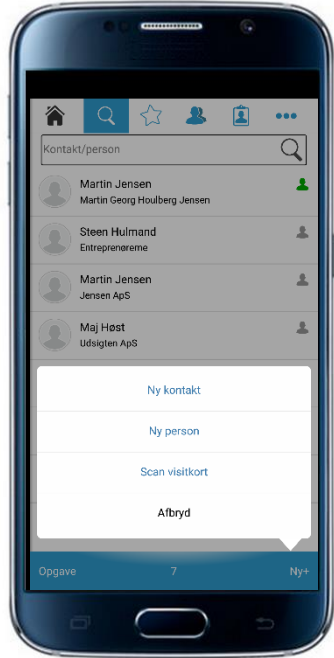
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# Er der en der har et visitkort?

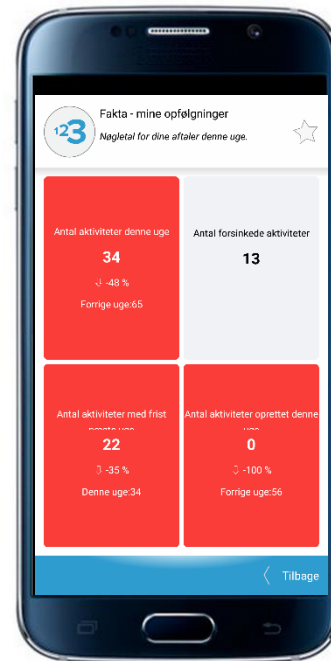
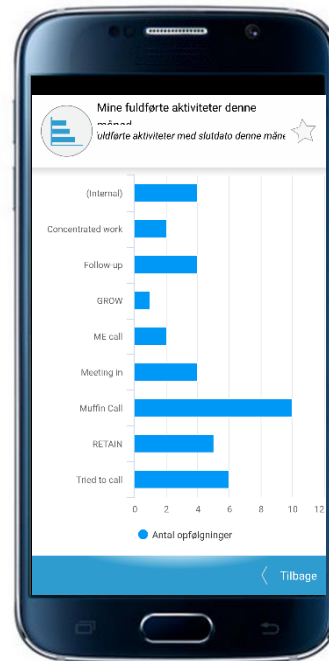
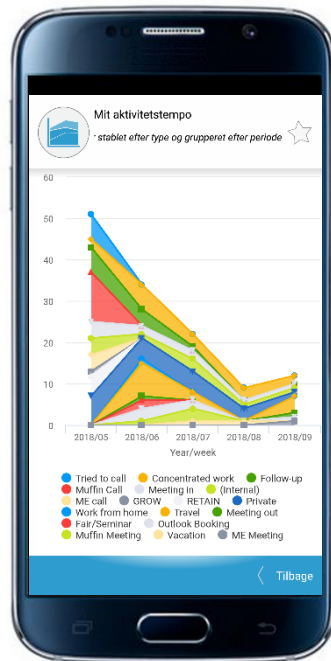
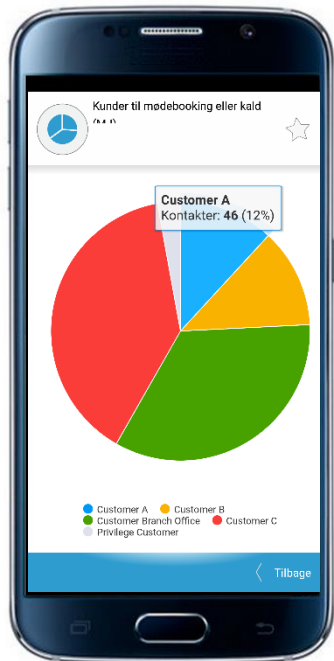




# Er der en der har et visitkort?



# Og Dashboard i Pocket...



# Fremtiden

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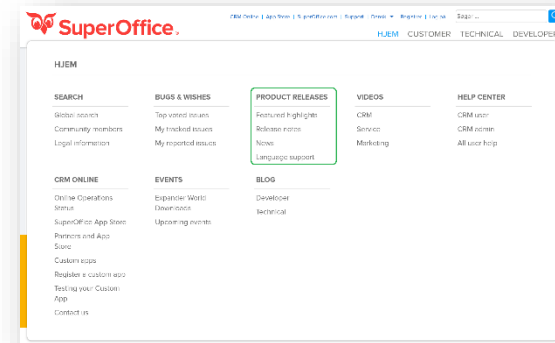
# Bidrag, samarbejde og fællesskab fortsat

- Kundeportalen ”Community”
- Net Promotor Score – NPS
- Erfaringsgrupperne
- Beta-programmer / ramp-up
- Customer Experience
- CRM DAGE 2018 og andre aktiviteter
- Inspiration og dialog for fælles fremtid



# Mange tak for jeres opmærksomhed

- SuperOffice-kundeportalen [Community >>](#)
  - med bl.a. [Learn the Essentials >>](#)
  - og produktnyheder i menuen "Hjem" > "PRODUCT RELEASES"
- [SuperOffice InspirationsVideoerne >>](#)
- [Præsentationer fra InspirationsMorgener og -Videoer:   
http://www.superoffice.dk/ >> EVENTS](#)
- SuperOffice erfa-grupperne på LinkedIn: "SuperOffice CRM erfa-grupper i Danmark"
- SuperOffice Danmark på [LinkedIn >>](#)



CRM DAGE 2018



På gensyn og fortsat god fornøjelse  
med CRM DAGE 2018 og SuperOffice CRM

Martin Houlberg Jensen [martinhj@superoffice.dk](mailto:martinhj@superoffice.dk)



**Tak**

**Næste sessioner:**

- Spor 1: "SuperOffice in an International Company (English)"
- Spor 2: "Business casen for migrering af SuperOffice"
- Spor 3: "Opsætning af GDPR funktionalitet i SuperOffice 8.2"

