

CRM DAGE 2018

Gisle Jentoft
CEO

My topics today...

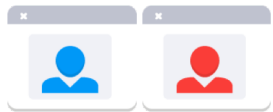
- Highlights from 2017
- Software, Apps, GDPR + a little future
- A challenge to you ;-)



Highlights 2017

Peoplearenas – Trends - Finances

People arenas and customer interactions 2017



212
webinars &
seminars
9.755
participants



CX
2.714
1:1 customer
meetings



3,1 mill
visitors to our
websites
blog
community



20.115
support tickets
92,7% ;-)



560
«close the loop»
NPS touchpoints
last 6 months

The product - 2017

738

of Onsite customers
migrated to the Cloud last
21 months

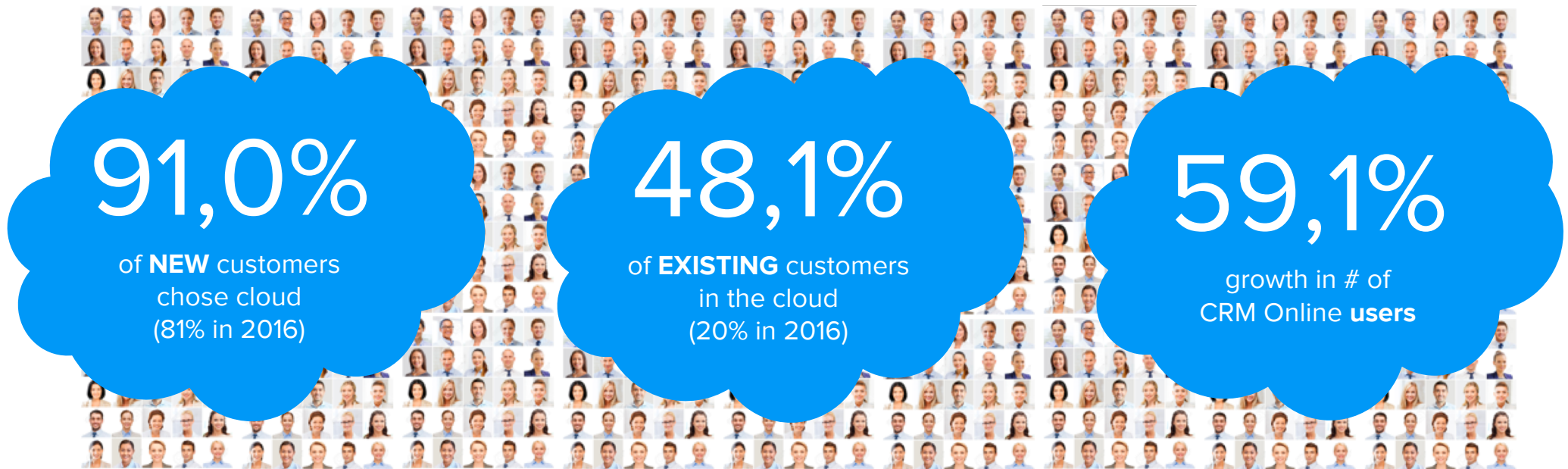
100% of our cloud
customers
automatically
consumed 20 new
versions

10 new Onsite versions
Only **55%** consume v.8...



Chat - New Inbox (mail) - Dashboard drilldown - Dashboards Pocket and Service «Bulk» update - CRM Script - GDPR features - [App Store improvements](#) - Gmail link and we fixed bugs and made a bunch of minor improvements (1.756 in total)

The cloud transition is massive..



Superland – Corporate Culture, Community & CSR

SuperOffice.

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THE REPUBLIC OF SUPERLAND

Gisle Jentoft
President

CRM with a smile



Do Stuff That Matters



AMNESTY INTERNATIONAL



MEDISINS SANS FRONTIÈRES
LEGER UYEN GRENSER

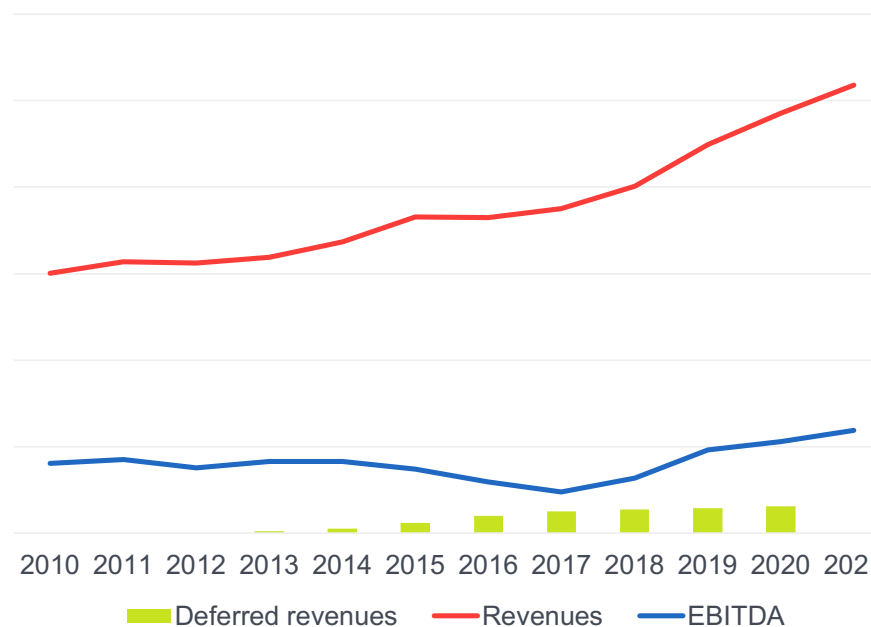
Solid finances



Key financials 2017 (MNOK)

Contract value	81,1 (+10%)
Total revenues	378,1 (+4%)
License revenues	327,3 (+4%)
Consulting revenues	38,9 (+9%)
EBITDA	53,1 (-12%)

Financial plan towards 2021



Software, Apps, GDPR..

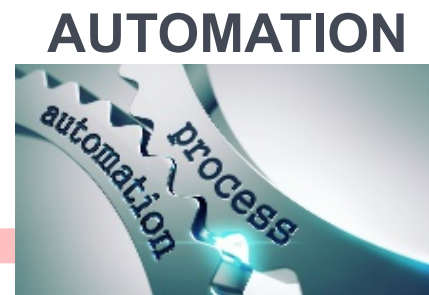
..the stuff we deliver.

Mission

SuperOffice will deliver standard software and tools for Customer Process Automation.

Focus is **Marketing, Sales and Service** and applications for internal & external use.

Our connection to growth..



CRM PROCESSES



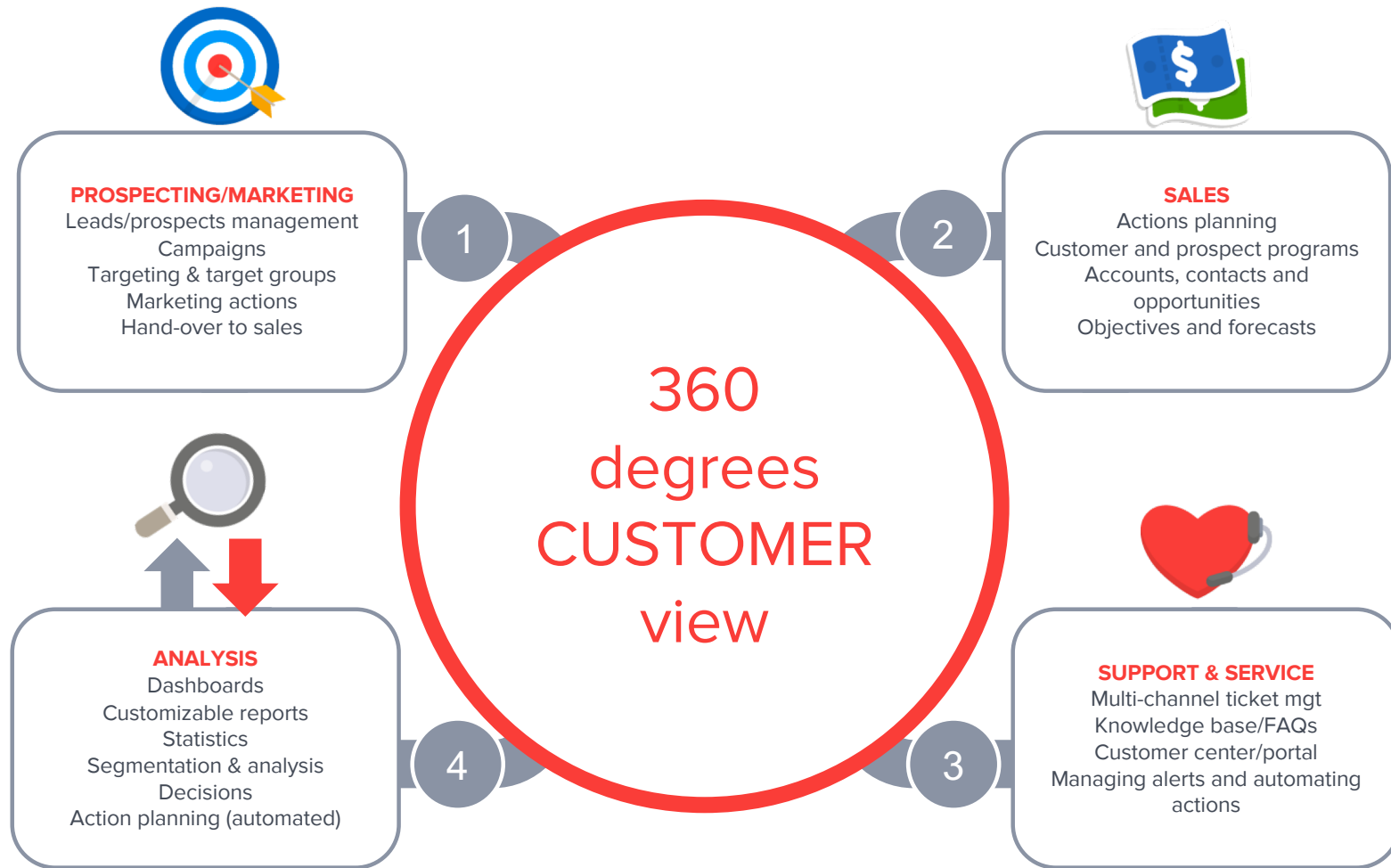
FIND



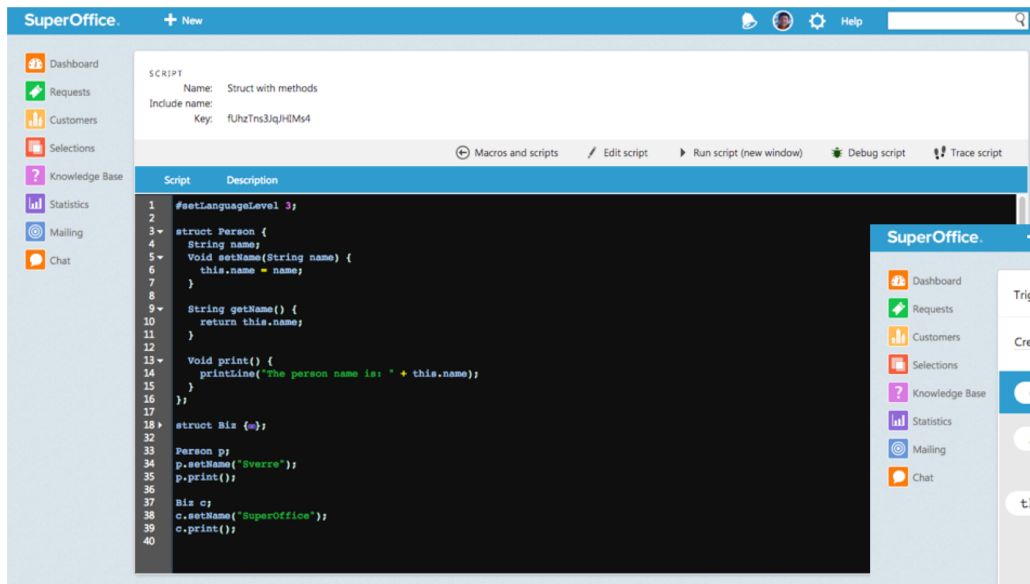
CATCH



KEEP

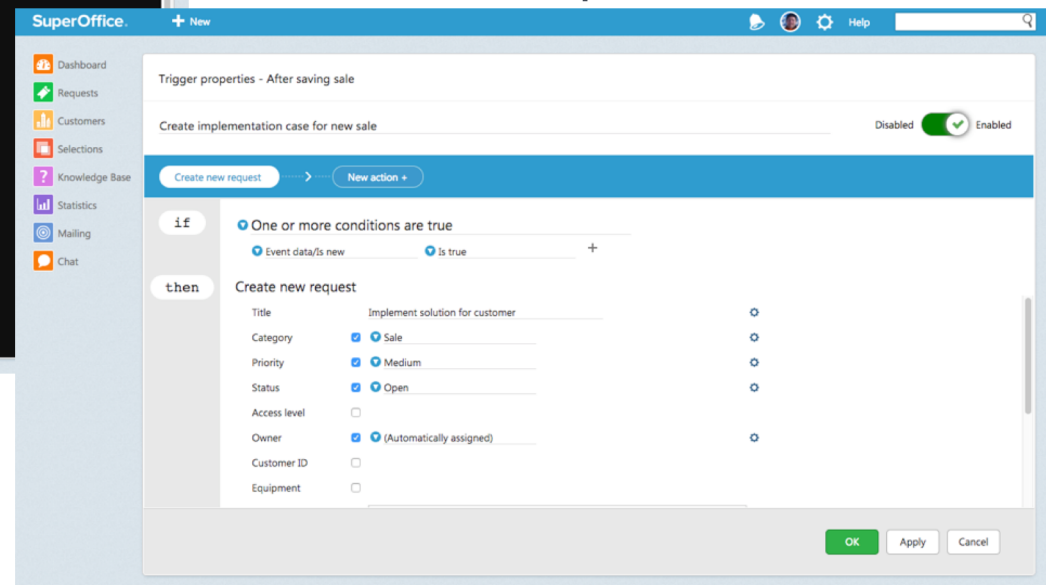


CRM Script & Macros – real automation engines

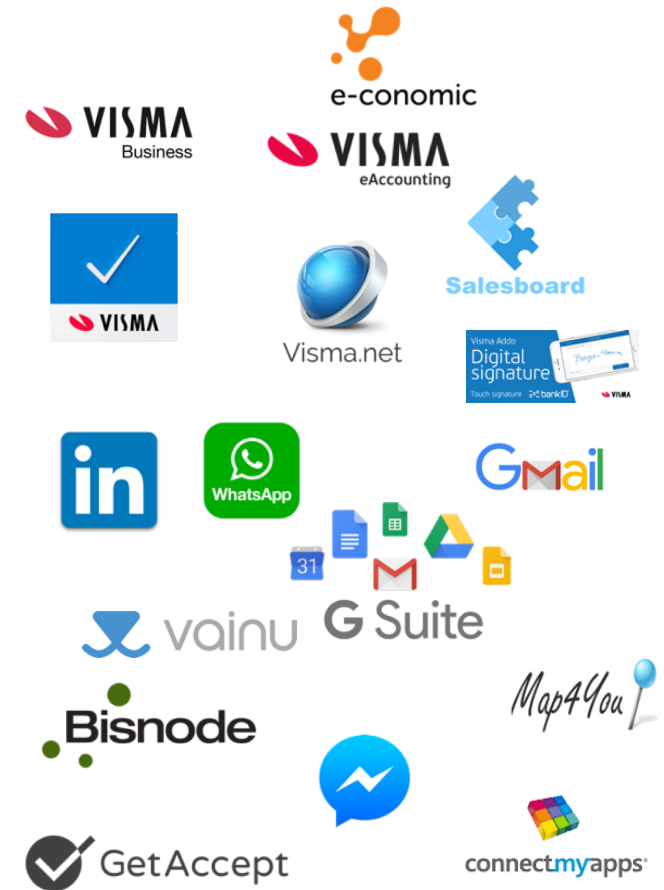
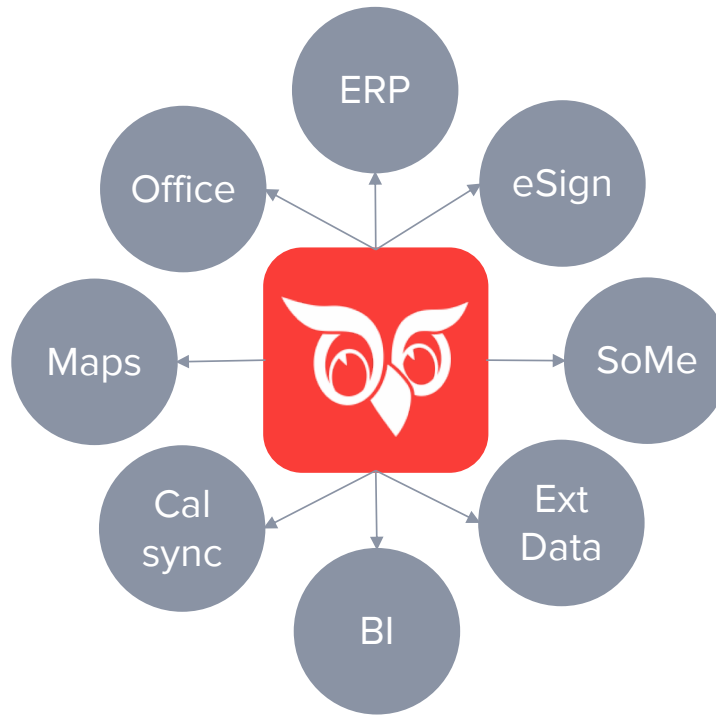


CRM Script

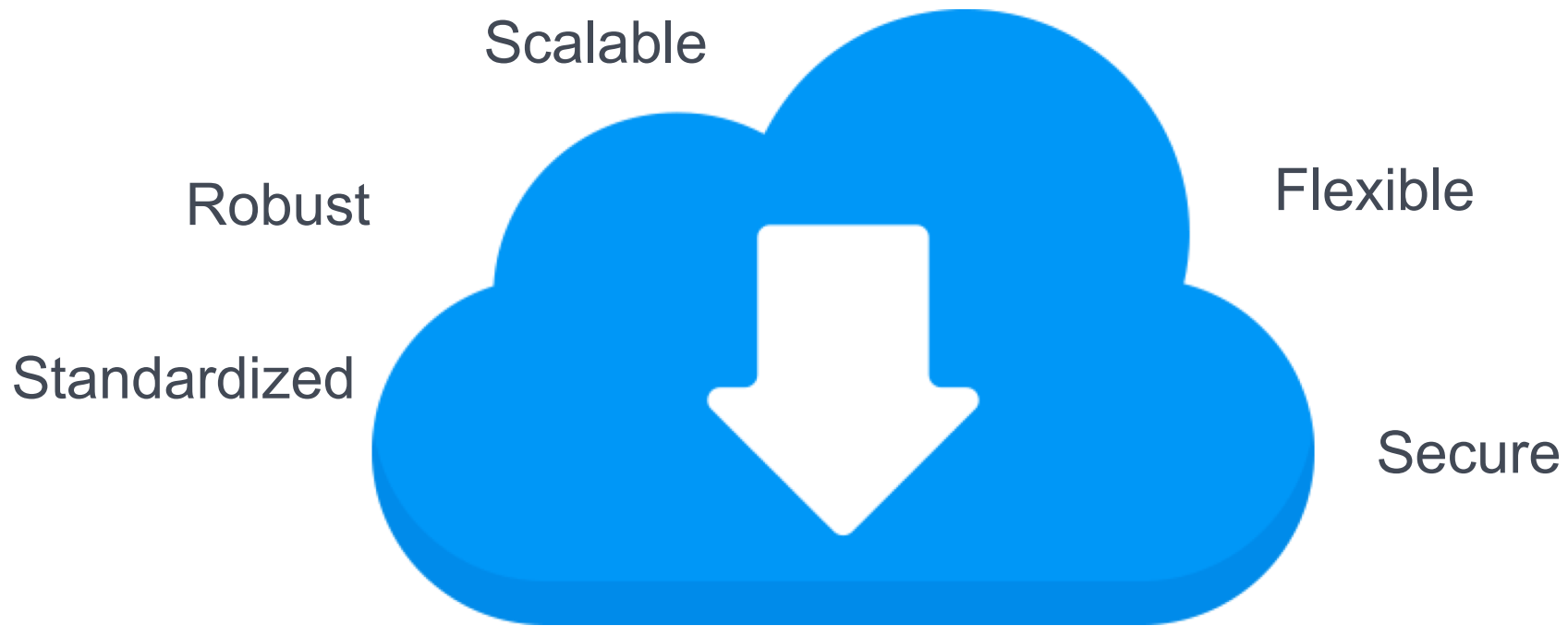
CRM Script Macros



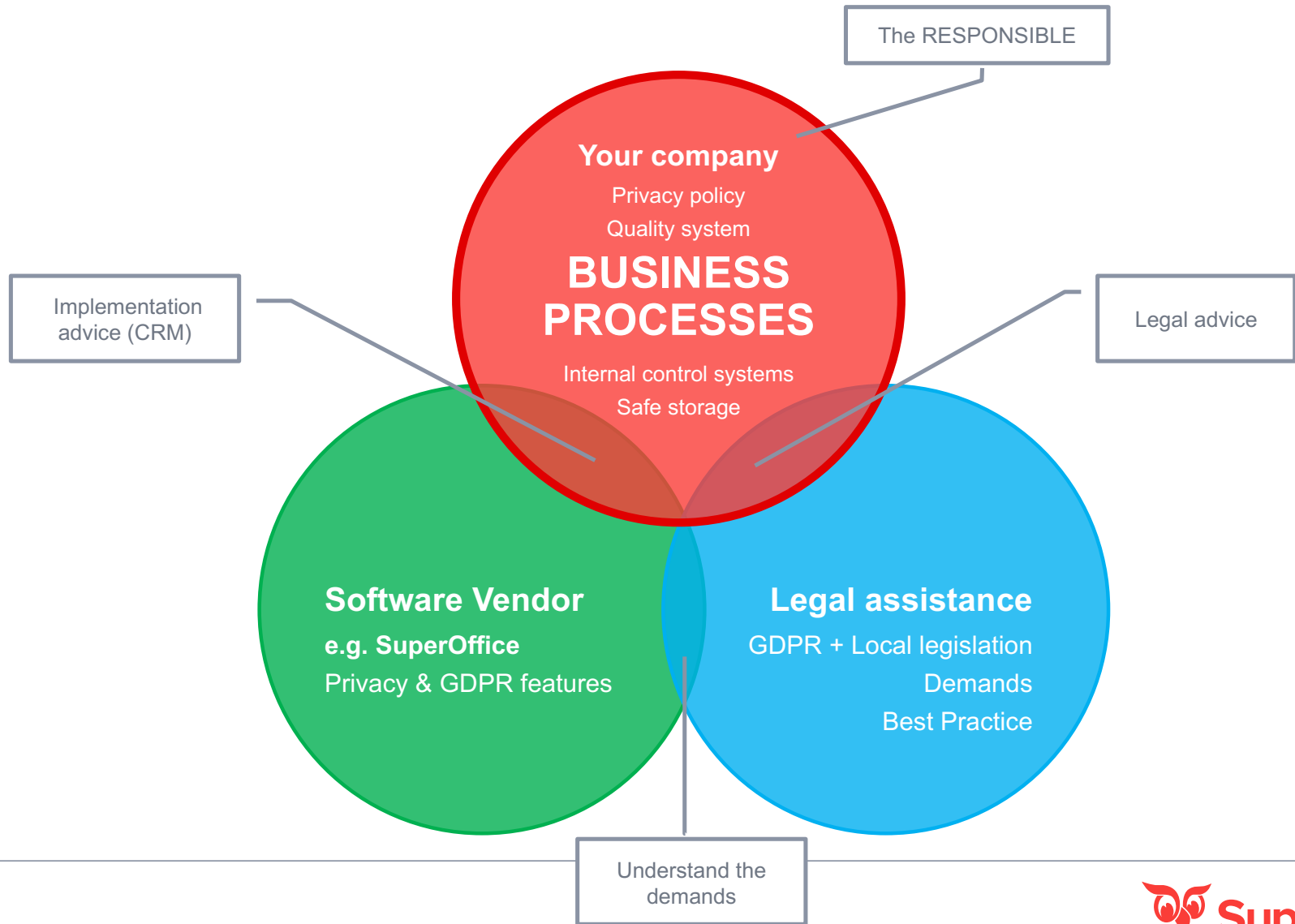
SuperOffice + App Store Partners



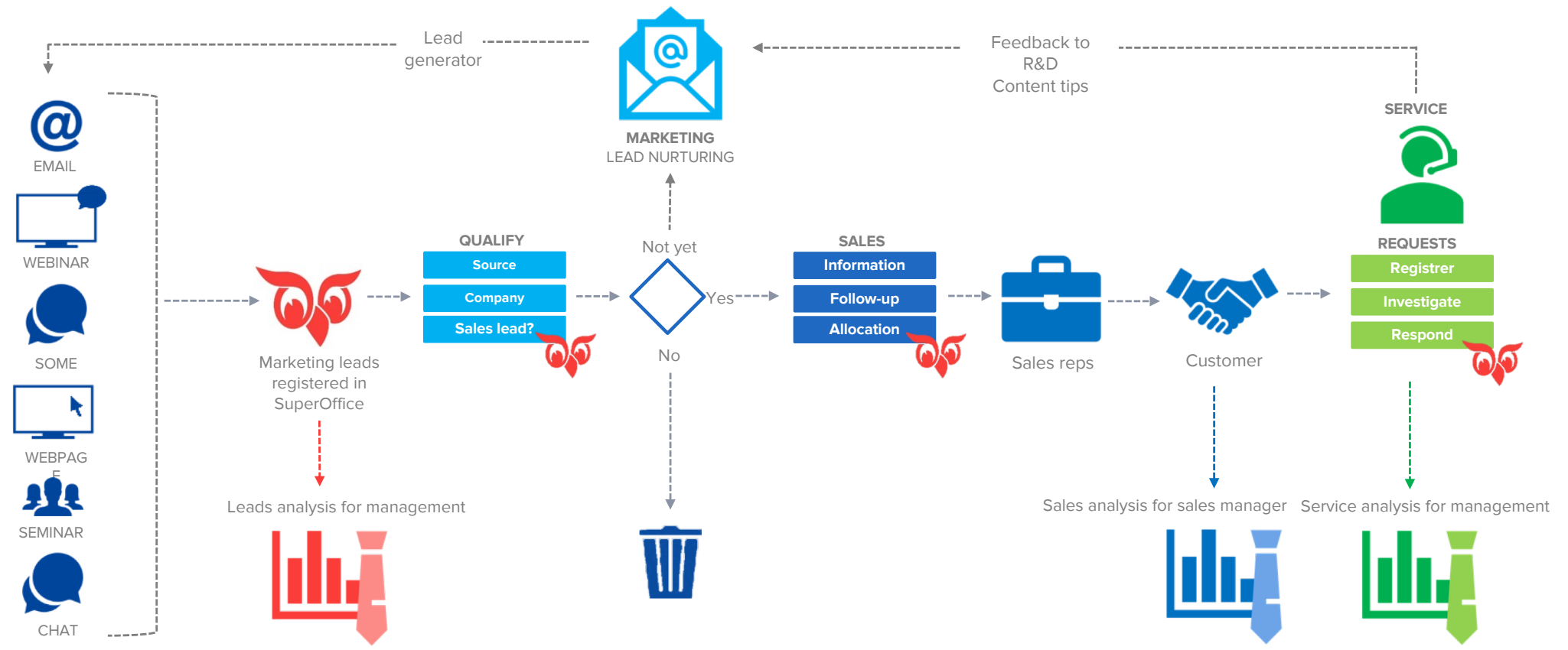
The AppStore advantage..



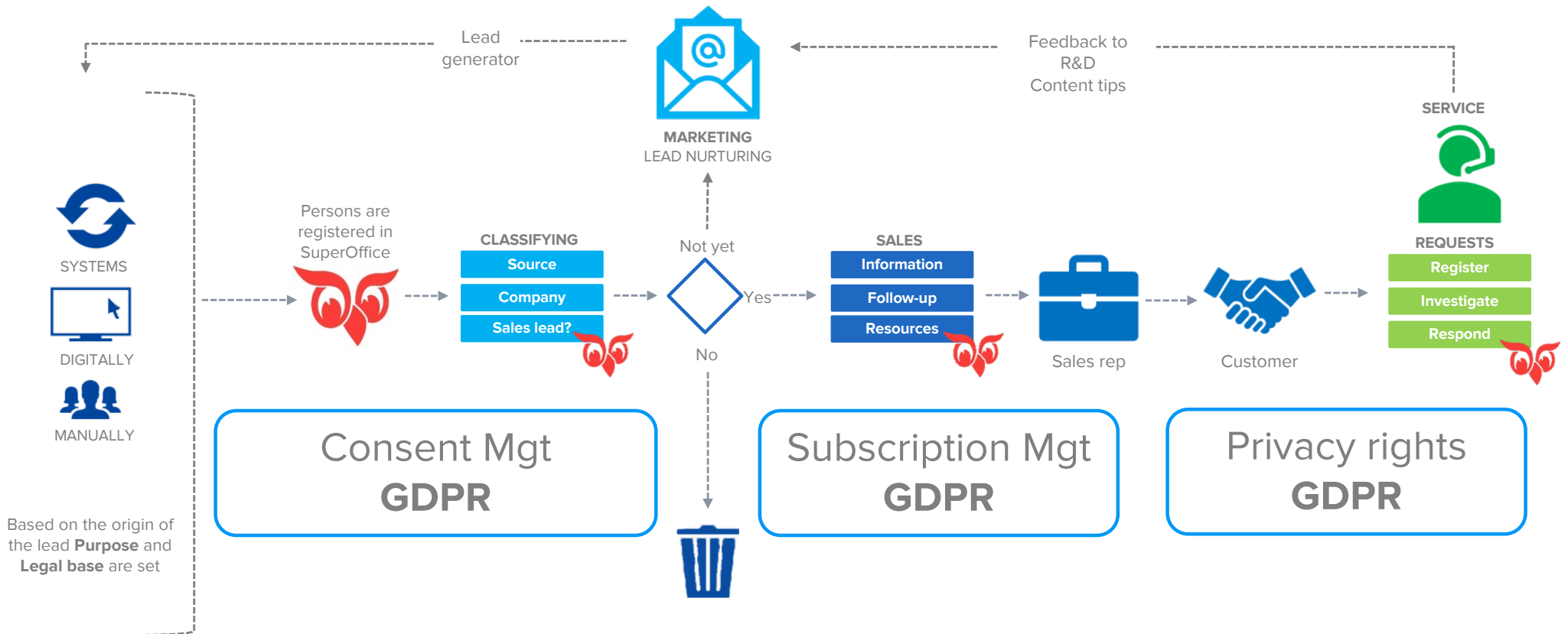




How do we do it? Find Catch Keep



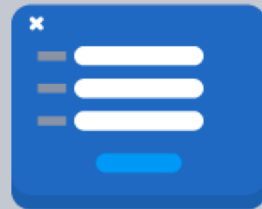
Sales & Customer Service



SuperOffice supports your GDPR journey



Consent
Management



Subscription
Management



Access
Management



Incident
Management

The big picture...

All companies must:



Work is needed in all systems:



HR & payroll



CRM



ERP

What SuperOffice helps you with:

- Consent management
- Incident management
- Marketing /subscriptions

- GDPR features for for notifications, insight, deletion

- Support GDPR life cycle – from lead to customer and lost customer

- Migration of existing data
- Secure storage - cloud

A small piece of Future..

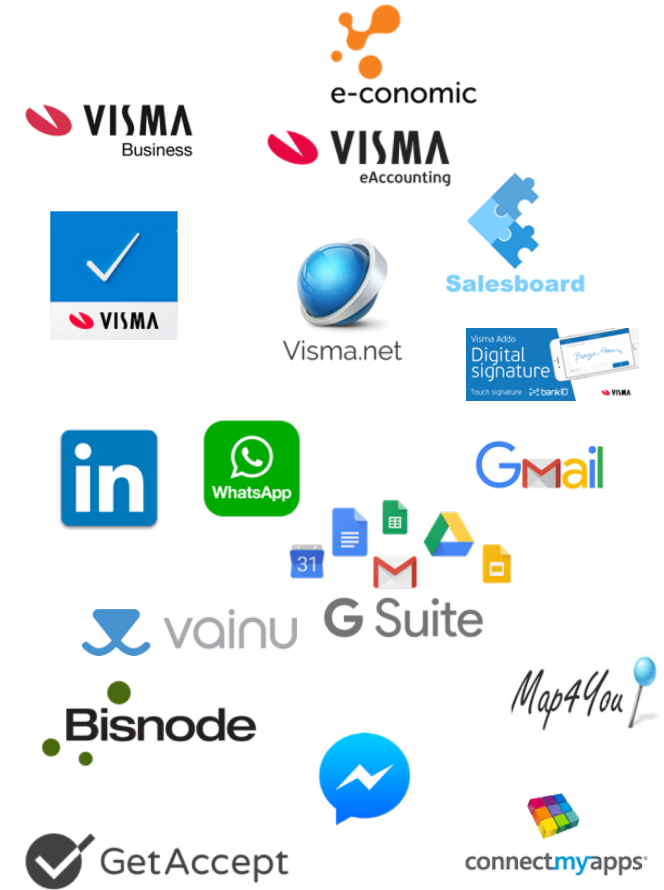
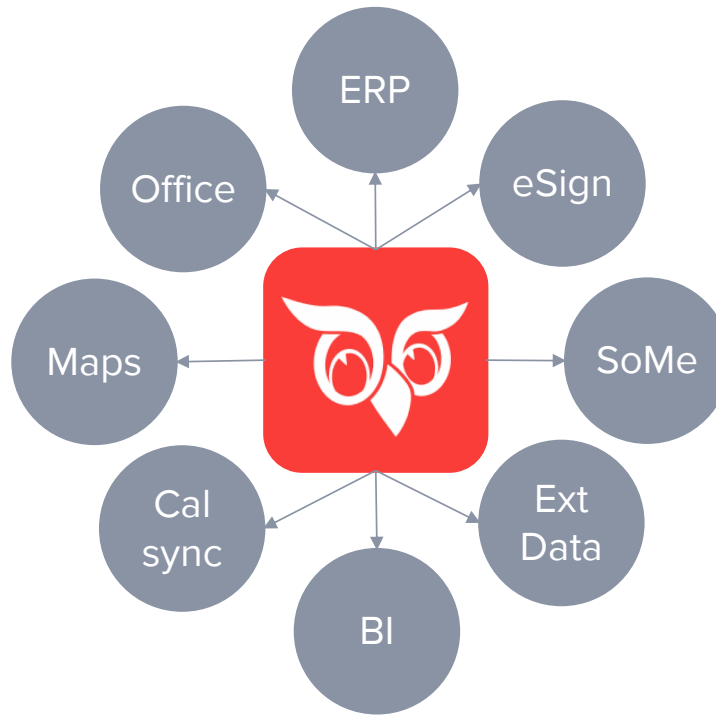
..we are obviously moving on..

Now, it's all about being connected..



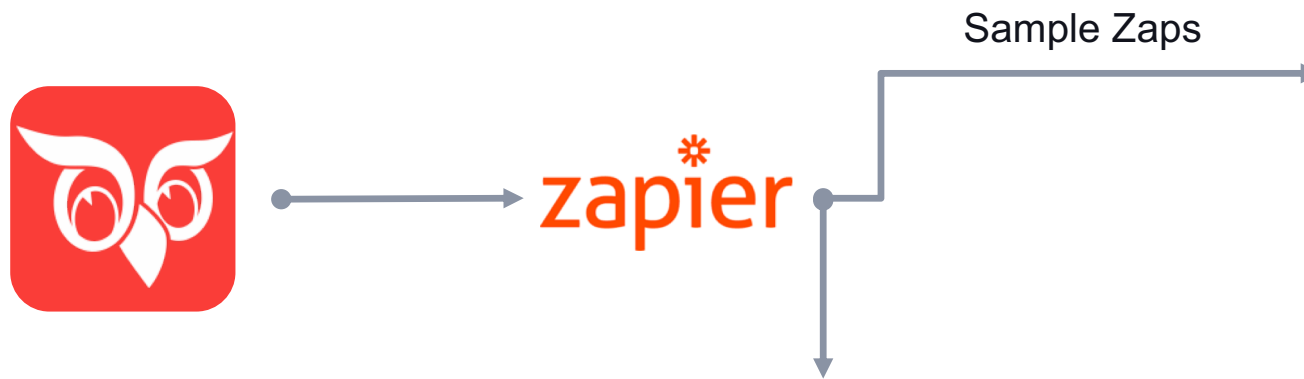
..and exchanging information!






App Store - Solving extended needs



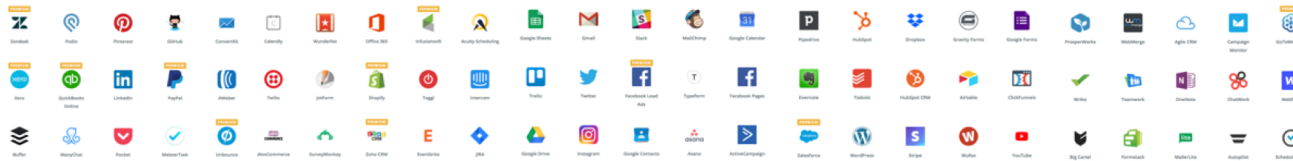
A giant step up in «connectivity»..

Coming in Q2/18...



-  Get Slack notifications for new SuperOffice opportunities
-  Add new Facebook lead to SuperOffice
-  Add new LinkedIn leads to SuperOffice
-  Add new SuperOffice contacts to eMarketeer mailings lists
-  Add new SuperOffice contacts to your Visma ERP system

+ Access to the Zapier universe – more than 1.000 Apps



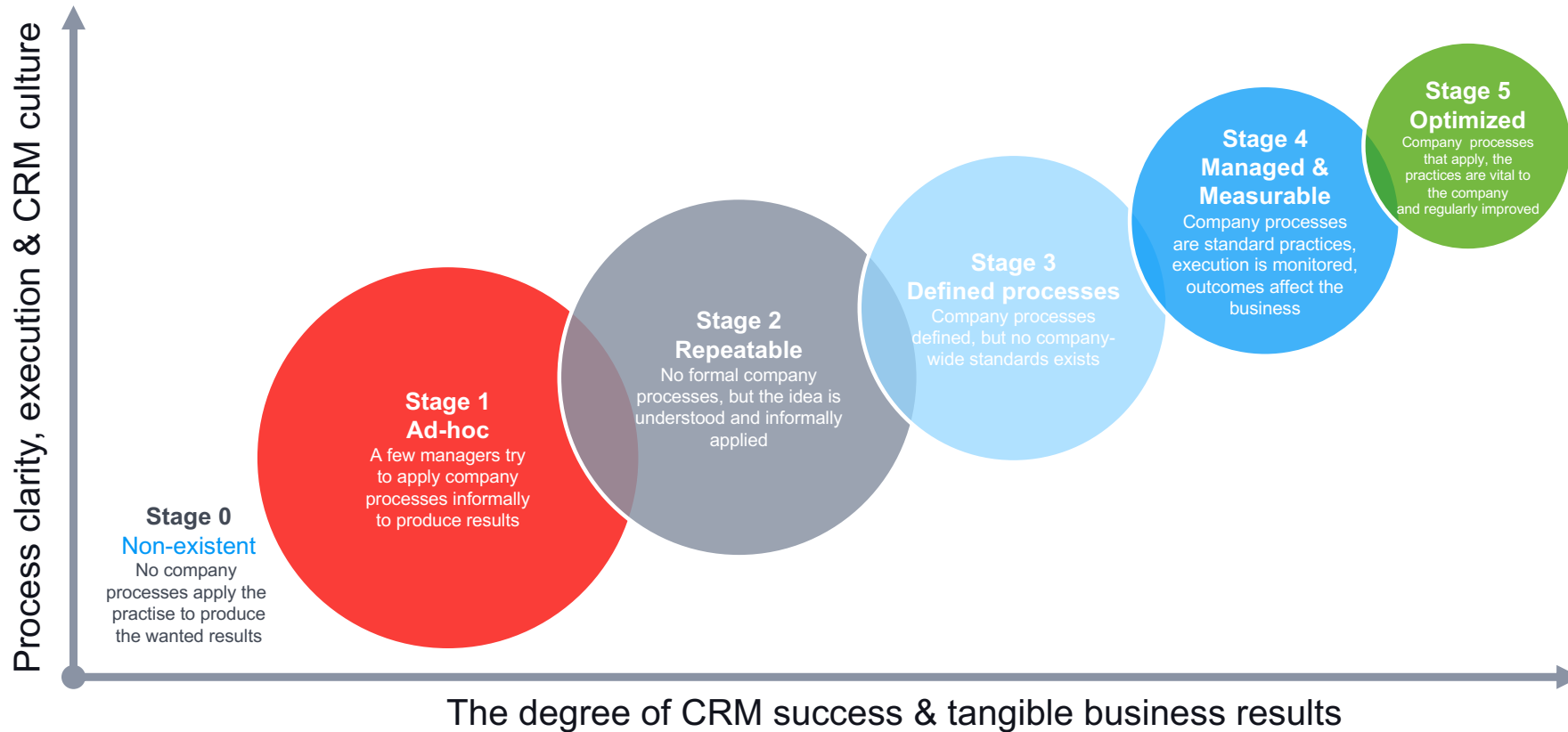
The Key Q:

Are you able to utilize it to create business results?

Sign up, get started... and harvest results...?



How well are you equipped for CRM success?



Size of the bubbles: my personal guesstimate on our customer base...

WORK ON YOUR PROCESSES!

THE FUTURE IS NOW!



Thanks for listening ;-)