

Growth

The results of the ability to Find,
Catch and Keep more customers

Gisle Jentoft
CEO



What we do..

Our Vision, Ambition, Strategy and Goals





MARKETING
(FIND)



SALES
(CATCH)



ANALYSIS
(DEVELOP)



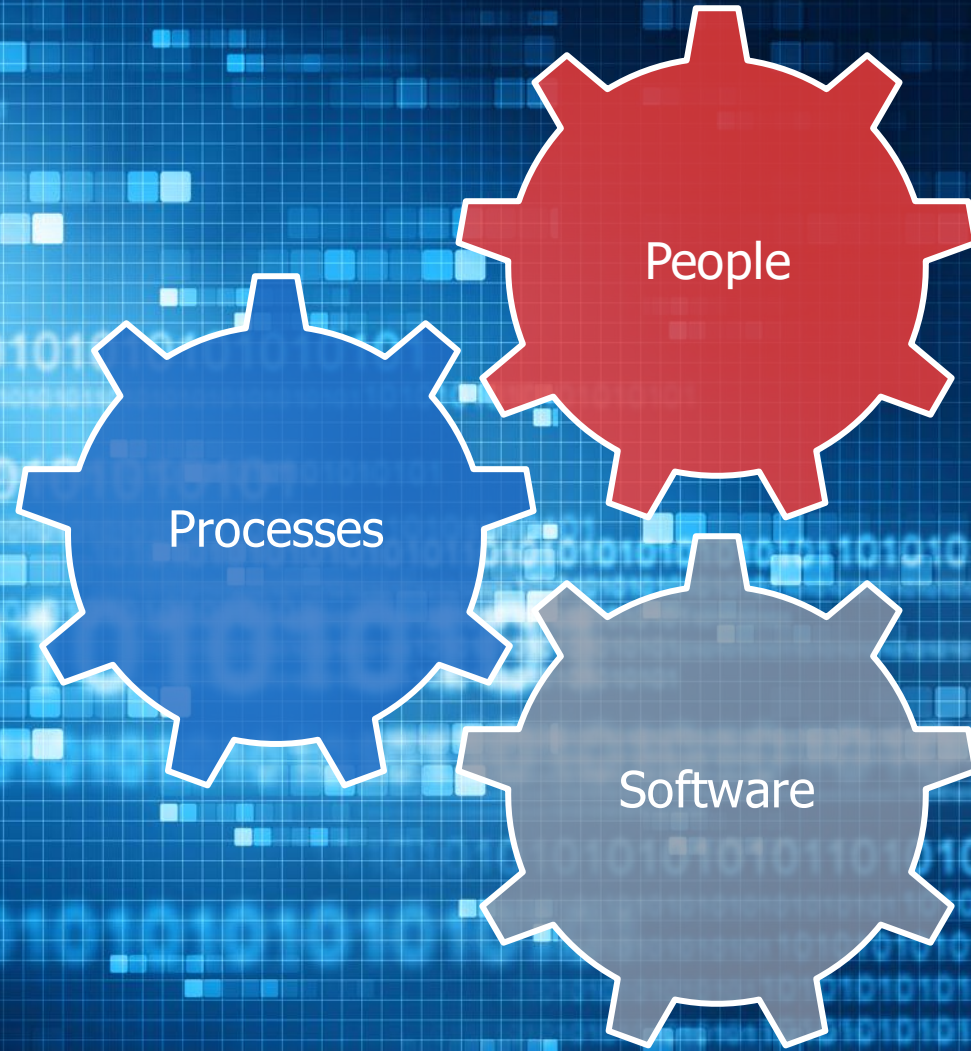
SERVICE
(KEEP)

INTEGRATE & EXPAND



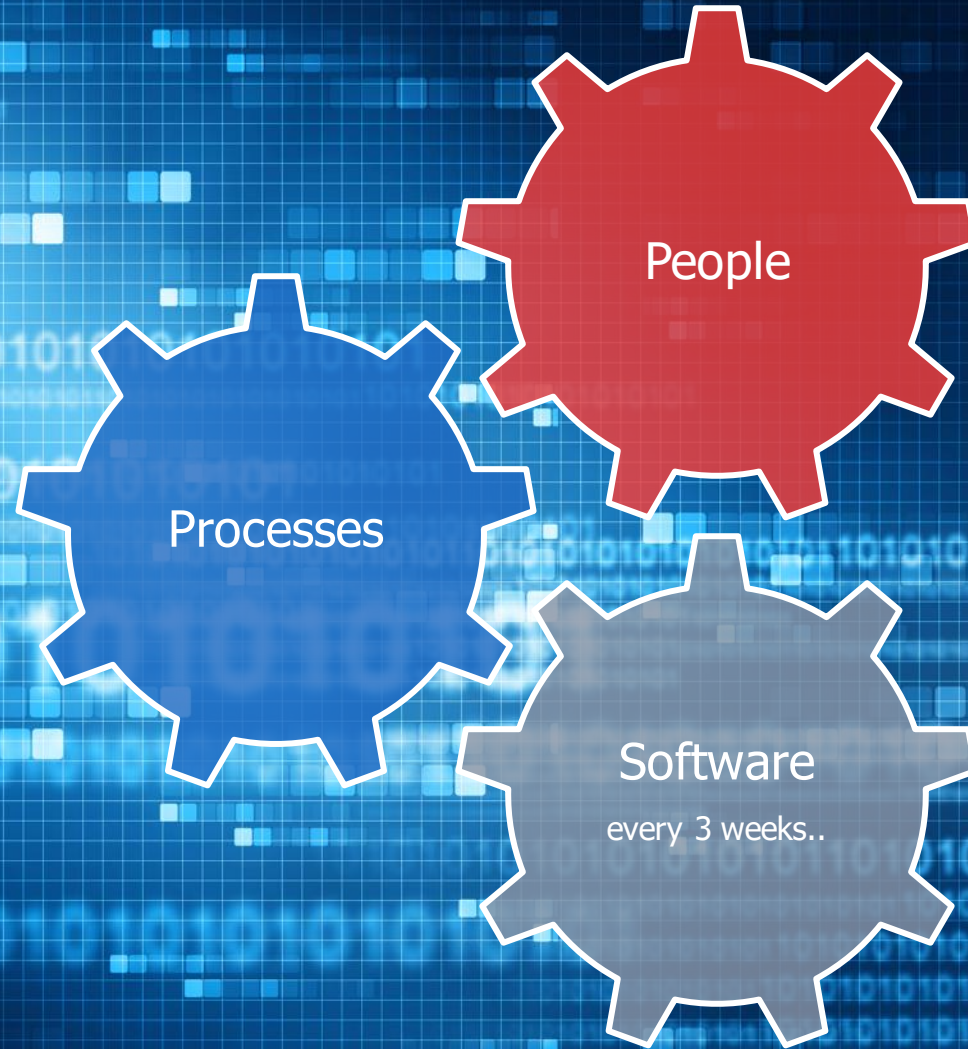
Serious about CRM..

What on earth does that mean....?

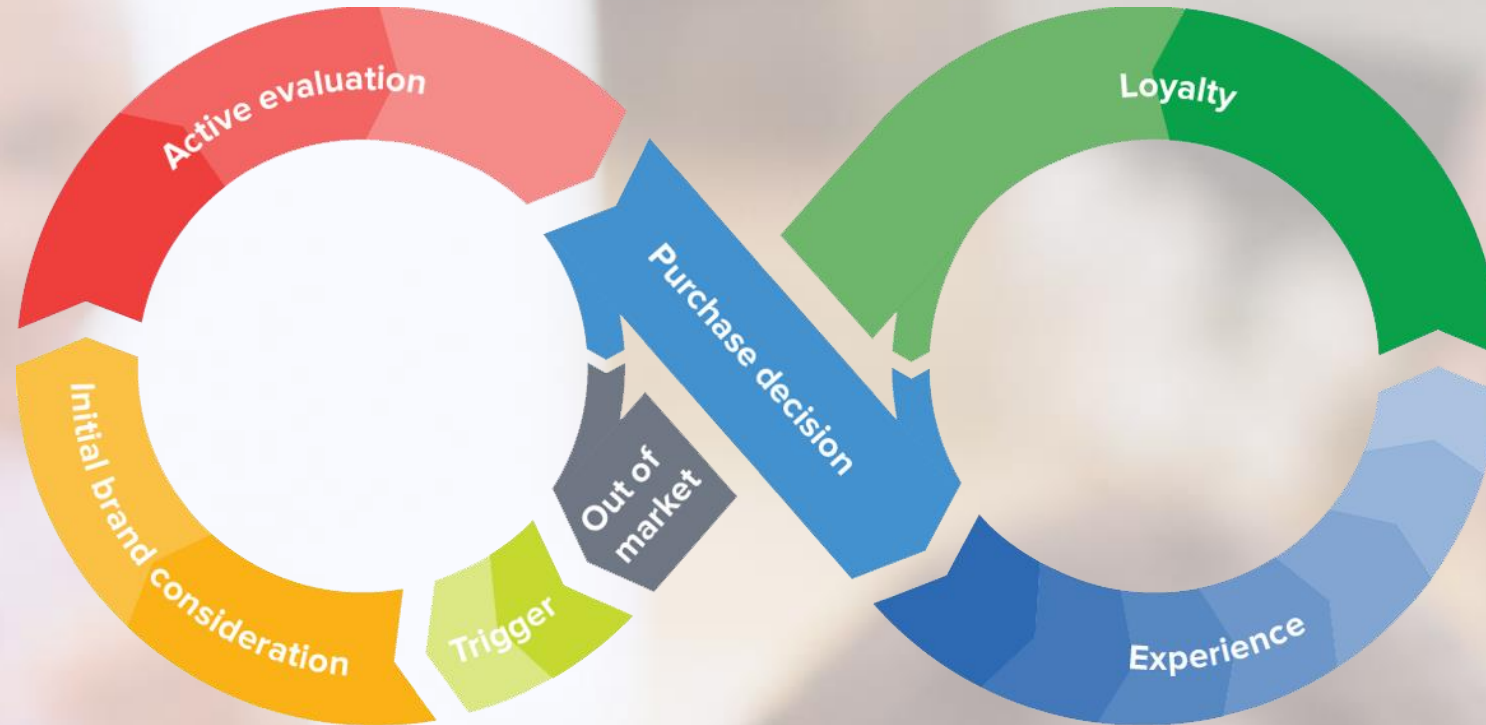


The Market..

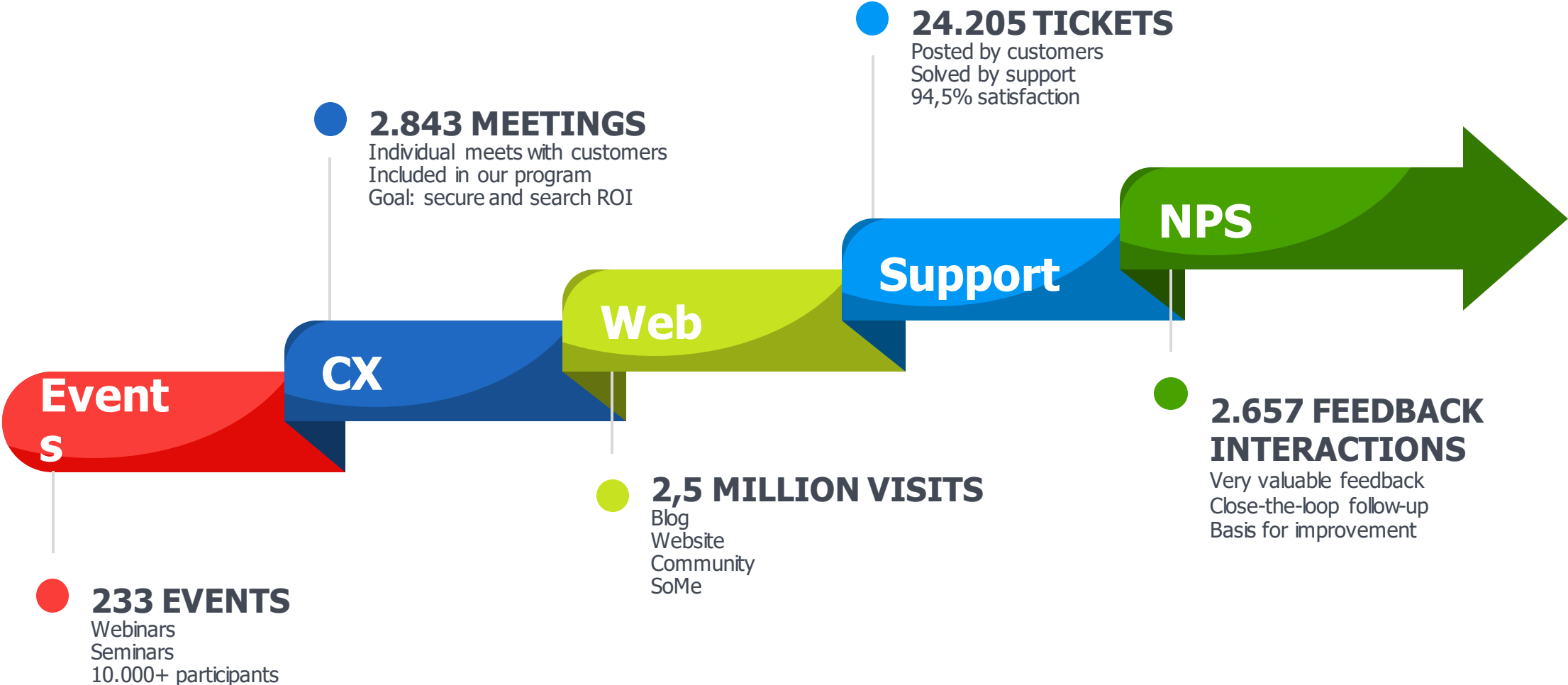
..is spinning faster and regular and structured “tuning” gains importance



The Customer Journey – where growth is created..



Customer touchpoints 2018



Trends and Financials

Where is the market going?

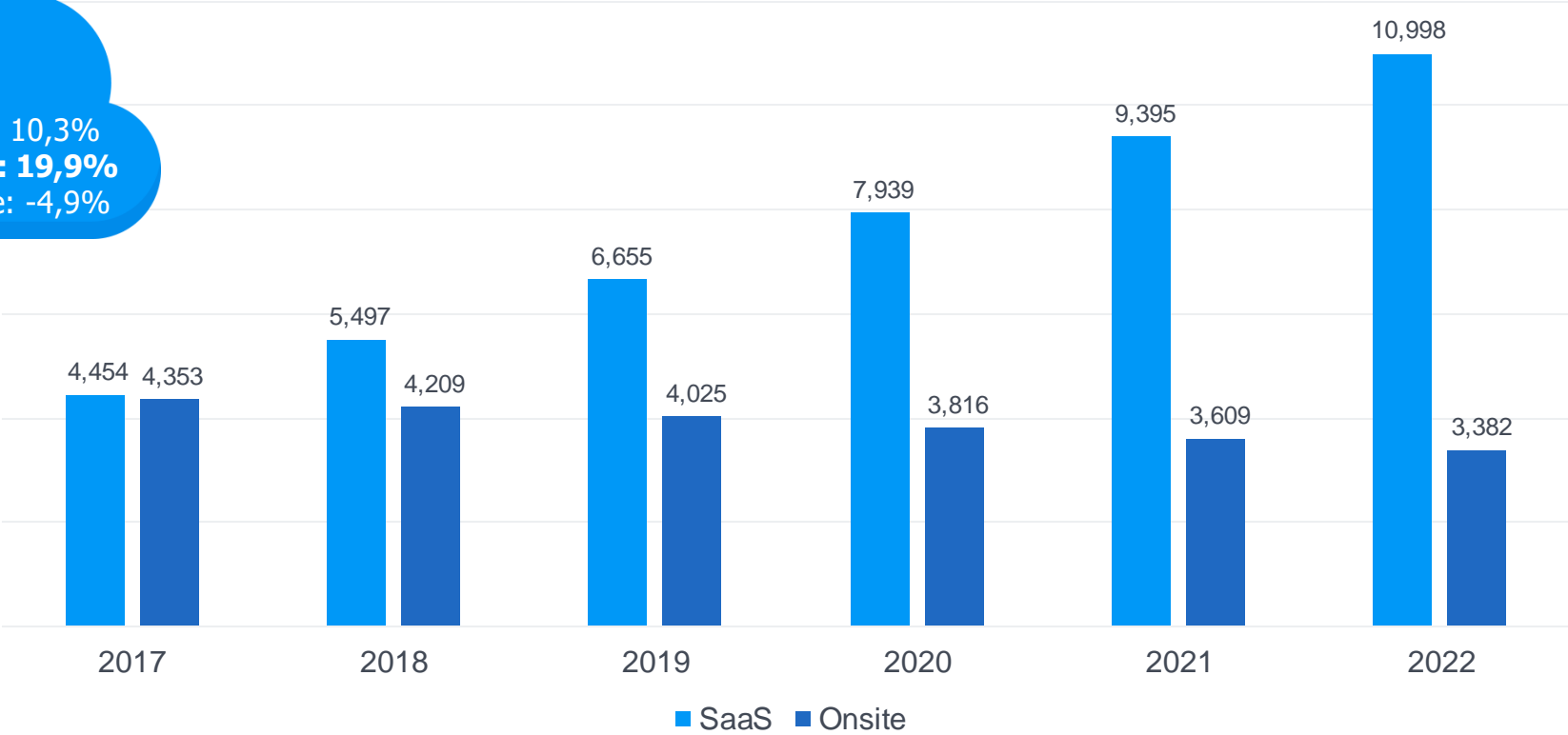
How is SuperOffice doing?



Western Europe CRM Applications Revenue

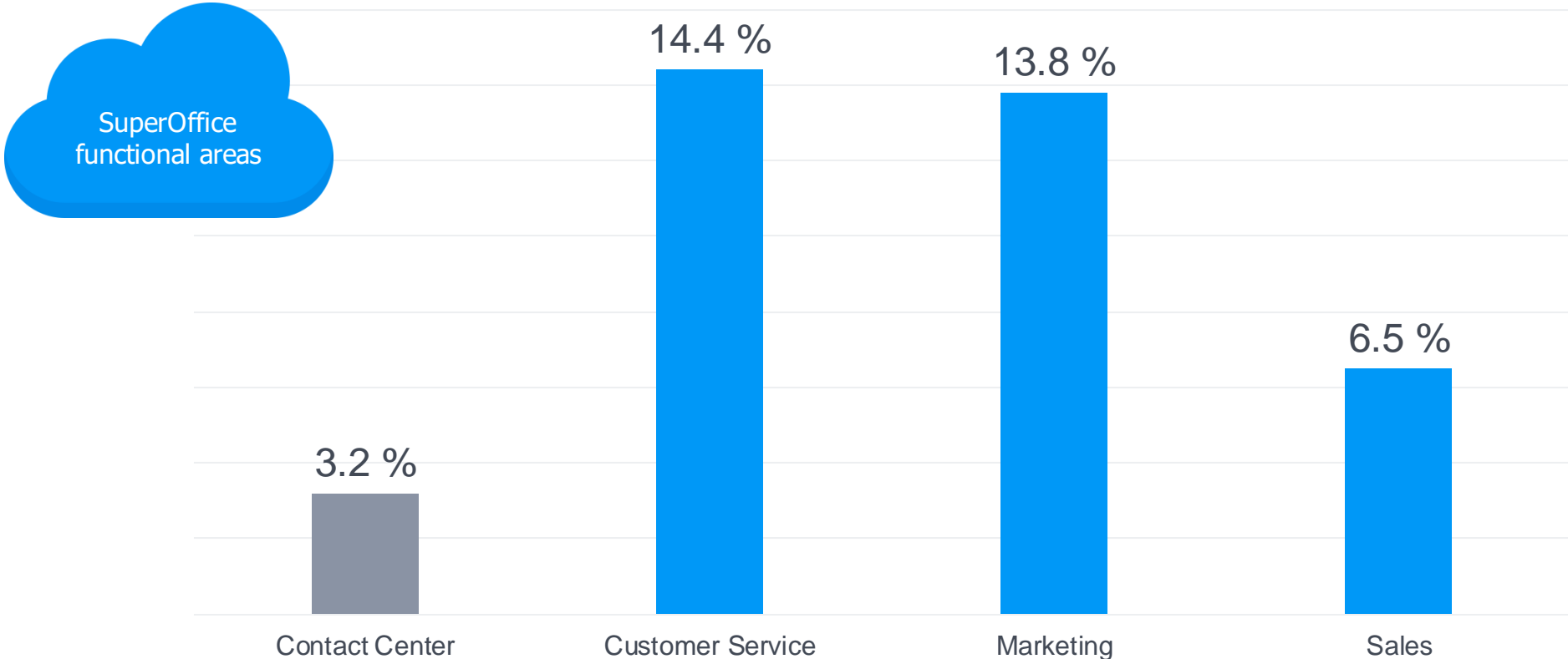
2017-2022 Revenue (constant 2H2017) – in USD mill.

CAGR total: 10,3%
CAGR SaaS: 19,9%
CAGR Onsite: -4,9%



CRM Applications CAGR per functional segment

2017-2022 Revenue (constant 2H2017) – in USD mill.



Trends confirmed by our customers

96%

of new customers
in the cloud

56%

of customers
in the cloud

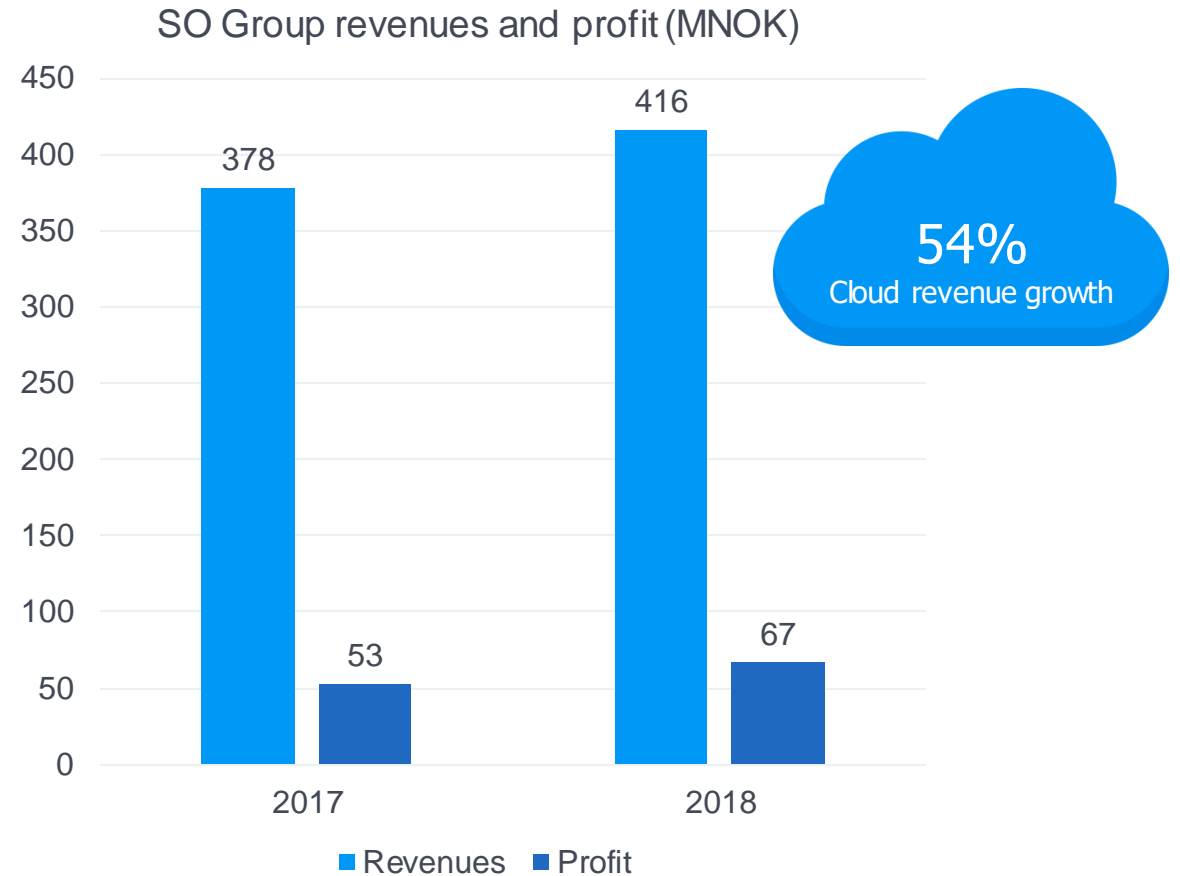
1.018

Customers moved
to our cloud

Solid financials provide investment capability

What we are investing in

- Research & Development
- Cloud operations
- Customer experience programs
- Internal digitalization, automation and processes
- Employee development





We are dedicated to work with you – targeting growth in **your** business!

Thanks!

Thank

