

SuperOffice InspirationsMorgen: "SuperOffice⁴ = Meget mere SuperOffice"



SuperOffice InspirationsMorgen: SuperOffice⁴



Nyheder i SuperOffice-verdenen

Migrering til skyen - eller allerede er der - eller slet ikke vil



Mere **GDPR** - for det stopper jo ikke

Horisontaler: Måske uopdagede muligheder med standard SuperOffice



Nyheder



1. Udvalgte nyheder fra Expander World 2017
2. Nyt på Community
3. Nyt på App Store
4. Produktnyt på vej

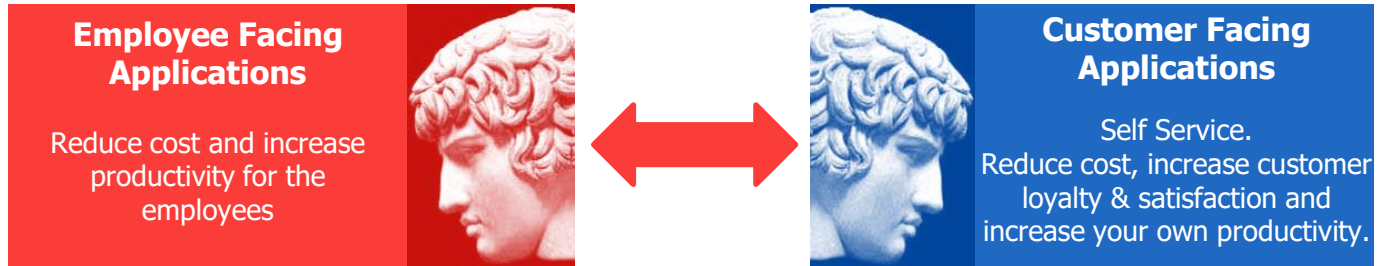


EXPANDER WORLD

Roadmap & Product Strategies

(Alt tilgængeligt materiale på Community)

Customer Process Automation



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

Nyt på Community

- [Bugs&Wishes >>](#)
- [InspirationsVideoerne >>](#)
- [Learn the Essentials >>](#)
- [FAQ / Overblik >>](#)

Bugs & wishes

Browse through bugs & wishes in all SuperOffice products to vote for fixes and get status updates.

Search bugs and wishes



Last updated: 08.11.2017 18:22

Release notes

Title
CRM Online 8.1 (20171017-3)
CRM Online 8.1 (201711.01-03)
Gmail Link 11
Pocket CRM 8.0.46
SuperOffice 7.5 SR2
SuperOffice 8.1
View all

My tracked issues

Title	Status
Wish: The selection criteria 'show top xxx number o...	In Queue
Wish: Pictures resized using mailing to preserve th...	In Queue
Wish: Choose which data the pie chart is used to d...	In Queue
Wish: Enable auto-logout after some idle time	In Queue
Pocket - register outgoing calls as follow-ups in SO	In Queue
WISH: Inbox missing possibility for "Delete from Inb...	In Queue
View all	

Top voted issues

Title	Votes
Invite participants - record found in archive from co...	1396
List items with multilanguage do not effect reports/...	162
Wish: Add e-mail as a separate data object in Admi...	126
Wish: Gmail link sales drop down menu to include ...	125
Print project gives incomplete description when pri...	72
wish: to add the same criteria several times in the s...	67
View all	

My reported issues

Title	Status
Wish: The selection criteria 'show top xxx number o...	In Queue
SMS-mailing, wrong text (in Danish version)	In Queue
Wish: Alarms that 'come up' when the PC is turned ...	In Queue
Wish: to create selection of all activities created by ...	In Queue
Wish: Choose S&M user defined fields as search crL...	In Queue
Wish: add or edit a quote to a sale and add or edit ...	In Queue
View all	

Videos

Browse our videos to find tips and in-depth instructions for how to use, implement, and develop for SuperOffice.

InspirationsVideo



Refine your search

Language

All languages

Categories

- ☒ All (13)
- ☐ CRM Online (8)
- ☐ Database (2)
- ☐ DevNet (2)
- ☐ Informative (10)
- ☐ NetServer (0)
- ☐ Web Client (12)
- ☐ Web Services (0)
- ☐ Win Client (10)

Clubs

- ☒ All (13)
- ☒ Customer (13)
- ☐ Developer (4)
- ☐ Technical (4)
- ☐ The Parliament (5)

Product

- ☒ All (13)
- ☐ CRM (12)
- ☐ Marketing (2)
- ☐ Pocket CRM (4)
- ☐ Service (1)

13 hits

Sort by: | Most recent | **Alphabetical** | Most viewed | Most popular



SuperOffice InspirationsVideo - Kunderne inspirerer

I denne video kan du lade dig inspirere af andre brugere af SuperOffice på 8 områder på 8 minutter. Vi har nemlig spurgt vores kunder, hvad I synes godt om, hvad I får ud af kundeprogrammet og hvad I vil anbefale andre at benytte sig af.

Posted: 07/03/2017 11:37:33 By: Martin G. H. Jensen



SuperOffice InspirationsVideo om Udsendelser med SuperOffice 8

8 tips på 8 minutter til Udsendelser med SuperOffice 8. Videoen er bygget på webinaret tidligere på året med samme navn. Få tips til bl.a. udsendelser med e-mail, sms og dokument (brevfletning),kampagnestyling med forberedelse og opfølgning, samt

Posted: 04/03/2017 09:08:23 By: Martin G. H. Jensen



SuperOffice InspirationsVideo om SuperOffice & Excel

8 tips på 8 minutter til SuperOffice & Excel om almindelige, avancerede og sågar intelligente skabeloner. Lidt om brug af opslag, formler og makroer, samt om forskellige tips til eksport fx eksportskabelonerne. Få inspiration til at få mere ud af

Posted: 01/02/2017 08:18:19 By: Martin G. H. Jensen



SuperOffice InspirationsVideo om Marketing i SuperOffice 8

Få 8 tips til nyhederne i Marketing i SuperOffice 8. Bl.a. det nye overblik og den nye guide med mange nye ting -> Derudover en række tips og fil til at arbejde endnu nemmere med udsendelser. Dashboard dukker også op igen. Det er meget relevant i

Posted: 12/01/2016 08:09:47 By: Martin G. H. Jensen

Learn the Essentials

Getting started with your SuperOffice CRM solution is easy when you know the basics. You'll find guides for each user plan – Sales, Marketing, Service, or Standard CRM for the core CRM functionality. You'll also find a guide for managers which includes tips on launching CRM in your company, and one for administrators who are setting up and configuring the solution. Just pick a guide and get started today!



Learn core CRM tasks like managing contacts, diary, projects, selections,

Standard CRM



Here's how to adjust and configure your solution to fit your business

Settings and maintenance



Learn how to manage sales opportunities and quotations to sell

Sales



Here's how to handle tickets and improve your customer service with

Service



Learn segmentation and email marketing in SuperOffice with this

Marketing



Get useful tips for your CRM strategy and getting people to use the

Management



Knowledge Base

for SuperOffice CRM Online

[Log in to CRM Online](#)

Getting started for users:

- [Guides for new users](#)
- [Playlist for Standard CRM \[video\]](#)
- [Playlist for Sales \[video\]](#)
- [Playlist for Marketing \[video\]](#)
- [Playlist for Service \[video\]](#)
- [How to find eLearning \[FAQ\]](#)

Getting started for administrators:

- [Guides for new administrators](#)
- [Playlist for setting up \[video\]](#)
- [Import customer data \[help\] \[video\]](#)
- [How to add a new category and other list items \[help\] \[video\]](#)
- [How to add new users \[learn\] \[video\]](#)
- [How to change field labels](#)
- [How to create a new document template \[help\] \[video\]](#)
- [How to create a sales guide](#)
- [How to set up SuperOffice Quote Management](#)

E-mail and document integration:

- [How to install web tools on PCs to get Outlook and document integration \[FAQ\]](#)
- [How to configure the SuperOffice mail client for users who use Mac, Gmail, Hotmail etc. \[FAQ\]](#)
- [How to install document integration for on a Mac \[FAQ\]](#)
- [Can we connect more than one e-mail client to SuperOffice? \[FAQ\]](#)
- [Will all my colleagues get access to my inbox e-mail when I connect e-mail to SuperOffice? \[FAQ\]](#)

Learn the basics:

- [How do I handle contacts and companies in SuperOffice CRM?](#)
- [How to handle contacts and companies in SuperOffice Service?](#)
- [How do I create activities, documents and emails?](#)
- [How do I use the diary?](#)
- [How can I manage my sales in SuperOffice?](#)
- [How do I send a mailing?](#)
- [How can I use the Home screen to access requests?](#)

Tips'n tricks and best practices:

- [6 tips for ensuring user adoption in CRM](#)
- [How to adjust your CRM system to support your business](#)
- [A CRM routine guide - your secret weapon to CRM success](#)
- [Learn how to use your Diary and be in control of your schedule](#)
- [Easily measure sales performance using these 4 selections](#)
- [Reduce clicks - configure the mini card](#)
- [Work smarter in Service with shortcuts](#)

SuperOffice on your mobile and tablet:

- [Quick guide for Pocket CRM \[FAQ\]](#)
- [Install and set up Pocket CRM \[FAQ\]](#)
- [Other Pocket related FAQs](#)
- [How to check your sales pipeline on your smartphone \[video\]](#)
- [How to copy contacts from Pocket CRM to the contact app on your phone \[video\]](#)
- [What's new in SuperOffice Pocket CRM version 7.6](#)
- [Login to Compact Mode and access SuperOffice Service on your smart device](#)

Nyt på SuperOffice App Store



CRM Online | SuperOffice.com | Developer | martinprivatepost@hotmail.com | Log out

APP STORE ALL APPS INSTALLED

Category: All Apps

Explore standard apps, modules and integrations that expand your SuperOffice CRM Online solution. Improve business productivity, work more collaboratively and discover new ways to get even more out of the tools that you're already using today.

Sort by: Name ▾

Filter: - None - ▾



AZETS
Keyforce AS
Connect SuperOffice CRM Online with your client at Azets financial services.

BETA



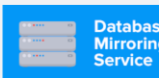
Bisnode
Siteshop ApS
Search, find, add or update companies from the Danish Bisnode database directly into SuperOffice.



Business Analyze
Business Analyze for SuperOffice
Get powerful analytics, dashboards and reporting capabilities with a business intelligence solution...



Custom App
SuperOffice AS
Create your own customizations and integrations.



Database Mirroring Service
SuperOffice AS
The Database Mirroring Service will create a read-only copy of your database at a chosen address/lo...



DataSync Online
Adwiza
Use the DataSync integration engine and connect to other business applications and data sources to ...

All Apps

New in the store

Boost your sales

Power up your marketing

Work smarter and faster

Analyze and gain new insi...

Integrate with other busi...



CRM Online | SuperOffice.com | Developer | martinprivatepost@hotmail.com | Log out

APP STORE ALL APPS INSTALLED

Installed Apps

If your company have added any apps to your SuperOffice CRM Online solution, they will be listed below. To configure or remove apps, you must have administrator rights to your SuperOffice solution.



Bisnode
Siteshop ApS
This app will create three webpanels in your database and user defined fields on company and contact card. It will then allow you to import company and contacts to your database from Bisnode Markedsda...

Report a problem

Added: 03.11.2017
Added By: martinprivatepost@hotmail.com
Vendor: Siteshop ApS



i-CENTRUM
Map4You
This app will add two new webpanels, on the SuperOffice button and the company card. During use it reads the address information from your company cards and shows directions.

Report a problem

Added: 11.05.2017
Added By: martinprivatepost@hotmail.com
Vendor: i-Centrum AB



Nebula Panels
InfoBridge Software B.V.
With Panels you create extra archive panels which are optionally pre-filtered with just the information you need.

Report a problem

Added: 19.02.2016
Added By: martinprivatepost@hotmail.com
Vendor: InfoBridge Software B.V.

Migrering

20  17

EXPANDER WORLD

Cloud – hvorfor?

Lidt flashback...

The market is embracing and deploying cloud...

IDC CLOUDVIEW: OVERALL CLOUD ADOPTION (ALL RESPONDENTS)



8.0%

Not interested

Respondents indicating that they have no interest in, or plans for, cloud computing at this time.



12.5%

Evaluating

Respondents indicating that they are educating themselves about cloud or the cloud approach for a specific service, without firm plans to implement.



20.3%

Deploying

Respondents indicating that they have firm plans to adopt cloud within 12 months or are using the public or private cloud for one or two small applications/workloads.



59.3%

Embracing

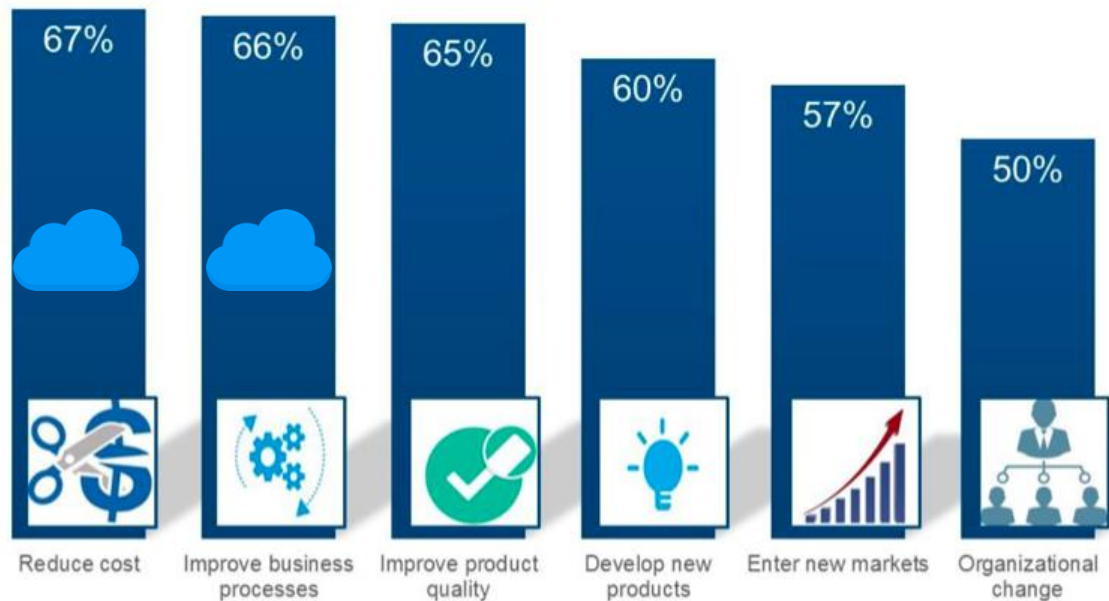
Respondents indicating that they are currently using public or private cloud for more than one or two small applications/workloads.

89,8%

OF OUR NEW
CUSTOMERS

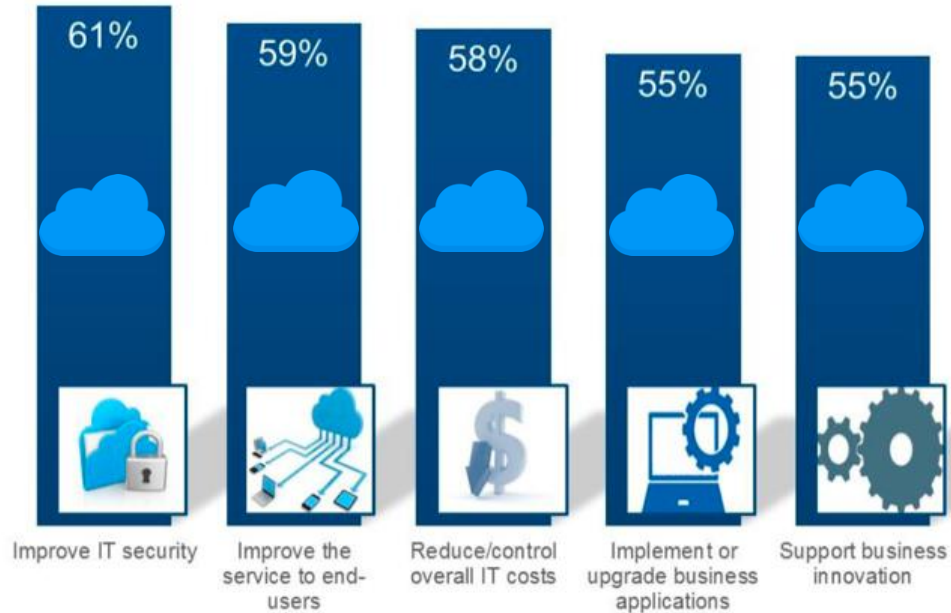
Source: IDC CloudView 2016 Survey, 2016, n=11083

Top Business priorities



Source: IDC Software survey 2016 (N = 908)

Top IT priorities



Source: IDC Software survey 2016 (N = 908)

Digitalization / Automation

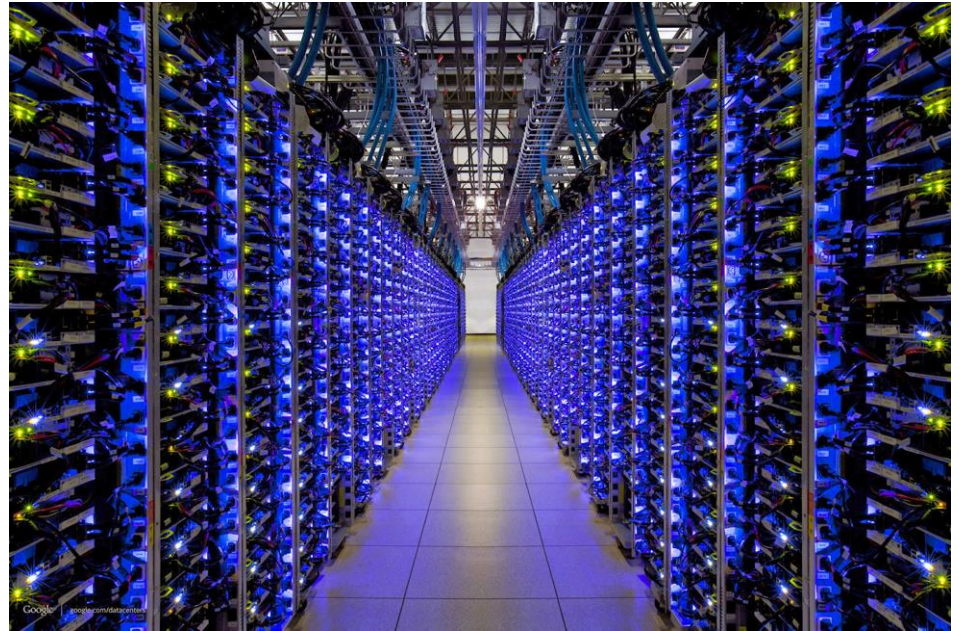
European organizations are adopting digital technologies in leaps and bounds. In the past year, we have seen massive changes in the way companies are thinking about how digital can change their interactions with customers, partners, employees, citizens, and any other stakeholders, as well as the impact it has on the products and services being taken to market.

This **IS** what we do –
within Marketing, Sales and Service.

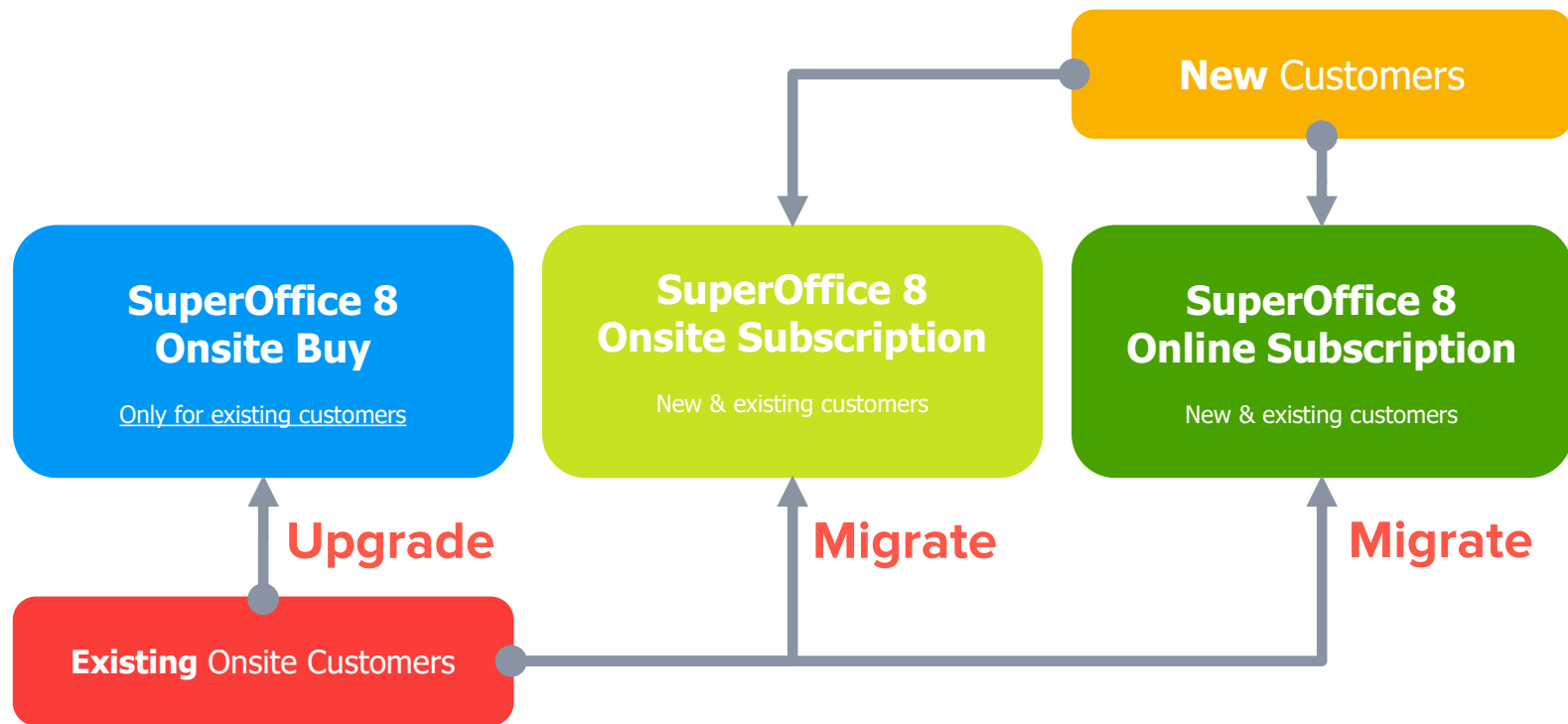
SuperOffice Cloud – CRM Online

Simple(r), secure, scalable and “everything” included

- SuperOffice software
- Updates/upgrades (ev. 3rd week)
- App Store - standardized and robust integrations by partners
- Hosting, servers, storage
- Security / ISO 27001
- Back-Ups
- Server-side administration & maintenance



Our customers enjoy the flexibility

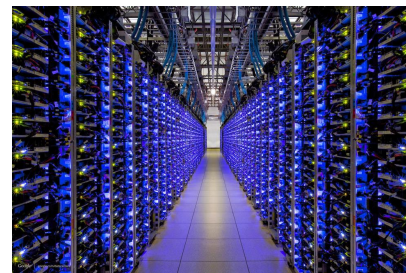


Derfor...

... læg en plan ...

Migrering – teknologi og nye muligheder i produktet

1. **Strategi:** Baggrund for beslutninger
2. **Nyheder:** Nye funktionsmuligheder (fx SAINT og evt. Quote, Pocket og andre App's) skal disse benyttes i den nye løsning?
3. Ønske om **standardisering:** Ved specialtilpasninger i SuperOffice, er der noget (ny) standard funktionaliteten kan erstatte, hhv. App Store?
4. **Platform:** Ændret teknologi, drift og vedligehold



Migrering til Online – OBS!

1. Tjek løsning for tredjepartsmoduler og find nye i App Store
2. Brugertilvænning / User Plans / Web / nye og ændrede funktioner
3. Har I eMarketing / Mailings? Fokus på bl.a. links
4. Har I Customer Service? Så skal dette læses og forberedes [>>](#)



Migrering – workshop(s)

Workshops/arbejdsgruppe/plan for... om de nye muligheder
– tag også det nye (og ukendte gamle) i brug

1. Workshop – hvad er ”need/nice/not to have” – i funktioner, processer m.m.
2. Fjern områder/funktioner der ikke skal bruges
3. Omdøb, opryd og måske nye muligheder
4. Ændret hverdag / processer / brugerflade
(evt. webbaseret og dermed via en browser)



Efter migrering – ved Web og/eller Online

1. Login via browser med e-mailadresse
2. Web-tools skal installeres
3. Adgang til administrator-klienten (ny menu øverst til højre)
4. Undervisning og nye vejledninger i nye funktioner og processer



De fire anbefalinger ved migrering

Teknologi



OBS!

Workshop(s)



Efter migrering

GDPR – Hvad er det nye for os i Danmark?



Omfang



Konsekvenser



Samtykke



Personens datarettigheder – i SuperOffice...



Breach notification



Right to access
& correct



Right to be forgotten



Data portability



Privacy by design

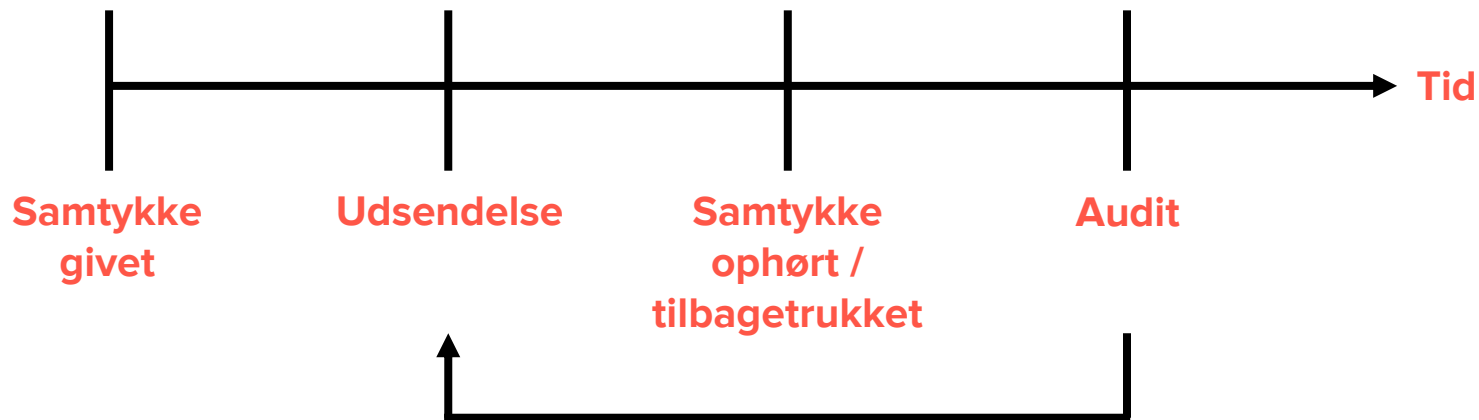
How: Legal Base, the Regulation, §6.1

- Processing shall be lawful only if and to the extent that *at least one* of the following applies:
 - (a) the **data subject has given consent** to the processing of his or her personal data for one or more specific purposes;
 - (b) processing is **necessary for the performance of a contract** to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;
 - (c) processing is necessary for **compliance with a legal obligation** to which the controller is subject;
 - (d) processing is necessary in order to **protect the vital interests of the data subject** or of another natural person;
 - (e) processing is necessary for the performance of a task carried out in the **public interest** or in the **exercise of official authority** vested in the controller;
 - (f) processing is necessary for the purposes of the **legitimate interests** pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child

Extended logging

- Article 5: Personal data shall be:
 - (1b) collected for specified, explicit and legitimate purposes [...]
 - (2) The controller shall be responsible for, and be able to demonstrate compliance with, paragraph 1 ('accountability')
- Article 7 (1): Where processing is based on consent, the controller shall be able to demonstrate that the data subject has consented to processing of his or her personal data
- So: We need to prove that what we did, was legal when we did it, even if that was some time ago 😊

Eksempel: Bevis at udsendelsen var lovlig



Udsendelsestype

SuperOffice. + New

1 Setup 2 Template 3 Content 4 Recipients 5 Confirm

Christmas greetings ⓘ

Type: **Newsletter**

Attachments
[Upload files \(or drag here\)](#) or [Choose a CRM document](#)

E-mail

E-mail subject Happy Christmas and Happy new year

From ☒ Always use:
kirsti@superoffice.com

Reply to ☒ Use "From" as reply address

Archive mailing

Folder ☒ (none)

Selection All my German companies

Project Campaign for the TV Ad in May

Tracking

☒ Track all links

☐ Use Google Analytics

Help Save + close Next

Udsendelsestype

- Opt-in og opt-out
- Generelt og specifikt

The screenshot shows the SuperOffice web application interface. A contact record for 'Erik Eide' is displayed. The contact's name is 'Erik Eide', with a title 'The Wannabe Boss' and company 'Designteamet, SuperOffice R&D'. The 'Interests' tab is selected, showing a list of interest categories with checkboxes. A red box highlights the 'Mailings' section, which includes a toggle switch set to 'On' and a list of mailing types with checkboxes.

Contact Information:

- Name: Erik Eide
- Title: The Wannabe Boss
- Company: Designteamet, SuperOffice R&D

Interests:

- ☒ Reference
- ☐ Technical Contact
- ☐ Administrative Contact
- ☐ Decision Maker
- ☐ Sales Contact
- ☐ Product News
- ☐ Pricelists
- ☐ Press releases
- ☐ Technical information
- ☐ Greetings/Christmas card
- ☐ Invitation to seminar

Mailings:

- ☒ Product information
- ☐ Invitations
- ☐ Papers / Blog
- ☐ Newsletters
- ☐ Campaigns

Buttons: Task, Save, Cancel

Footer: + Add, Delete, Export, Former employees, count: 13, Refresh

Udsendelsestype

- Lad kontakterne selv vedligeholde ønsker for udsendelser
- OBS: Dette er ikke "samtykke"

Manage subscriptions

Active subscriptions for Erik Eide (erik.eide@superoffice.com)

Please update the list of subscriptions below to reflect the information you would like to receive from us by e-mail.

Product information

☒

Invitations to events

☐

Newsletter

☐

Tutorials

☒

CRM knowledge

☒

Retten til egne data – to specifikke håndteringer

1. Oplysningspligt, fx at informere kontakten på fo gemmes, med hvilke(t) formål, hvor længe, hvor tilgås informationerne af kontakten, hvem har til

2. DPO'ens rolle, når nogen

- Bekræftelse af korrekt for
- Bekræfte/igangsætte ind
- Levere oversigt over pers
- Levere personlige data i e

- Hvis dette ikke gøres: Over
- henvendelser, forespørgs
- dokumentation, overholdelse af lovgivningen osv.

The screenshot displays a web application interface. On the left, a table titled 'GDPR-opgaver' (GDPR tasks) lists tasks with columns for ID, Title, Registered, and Owner. The first task is '20 Hvad ved I om m...' registered on '16.aug.2017 13:46' by 'MJ'. The second task is '19 Et muligt brud...' registered on '16.aug.2017 13:42' by 'MJ'. On the right, an email window is open, showing a response from 'Martin Jensen' to 'privacy@mghj.suocrm.com'. The email subject is 'Sv:(ej)Tag: 21) Kan jeg rette mit telefonnummer?'. The body of the email discusses a request to change a phone number and mentions a FAQ. A large red diagonal watermark across the center reads 'Eksempel til inspiration Med Service- eller Complete User Plan'.

Id	Titel	Registreret	Ejer
20	Hvad ved I om m...	16.aug.2017 13:46	MJ
19	Et muligt brud...	16.aug.2017 13:42	MJ

GDPR-opgaver

Navn
GDPR-vejledning: Retten til indsigt i hvilke data vi har registreret om mig?
Reklationsvejledning

Beskrivelse
Hvordan tilbyder I mig indsigt i hvilke data vi har registreret om mig?
(ref.: punkt 2 og 4 på databeskyttelsesloven)
Hvordan klager jeg?
Din henvendelse bliver behandlet af en medarbejder hos os, og du vil få svar hurtigst muligt.
Hvis du ønsker at følge yderligere op på din henvendelse, kan du svare på denne e-mail-meddelelse ved at klikke på knappen Svar (Reply) i vores e-mail-program. Du skal i så fald beholde linjen Emne, så vi kan knytte kommentaren til din oprindelige henvendelse.
Du kan også følge op på statusen på din henvendelse via den internetadresse, som er oprettet for din henvendelse.
Hvis du har brug for hjælp, kan du altid kontakte os på telefonnummeret parat, hvis du henvender dig til os, så vi kan hjælpe dig hurtigst muligt.
Med venlig hilsen
Martin Georg Houlberg Jensen

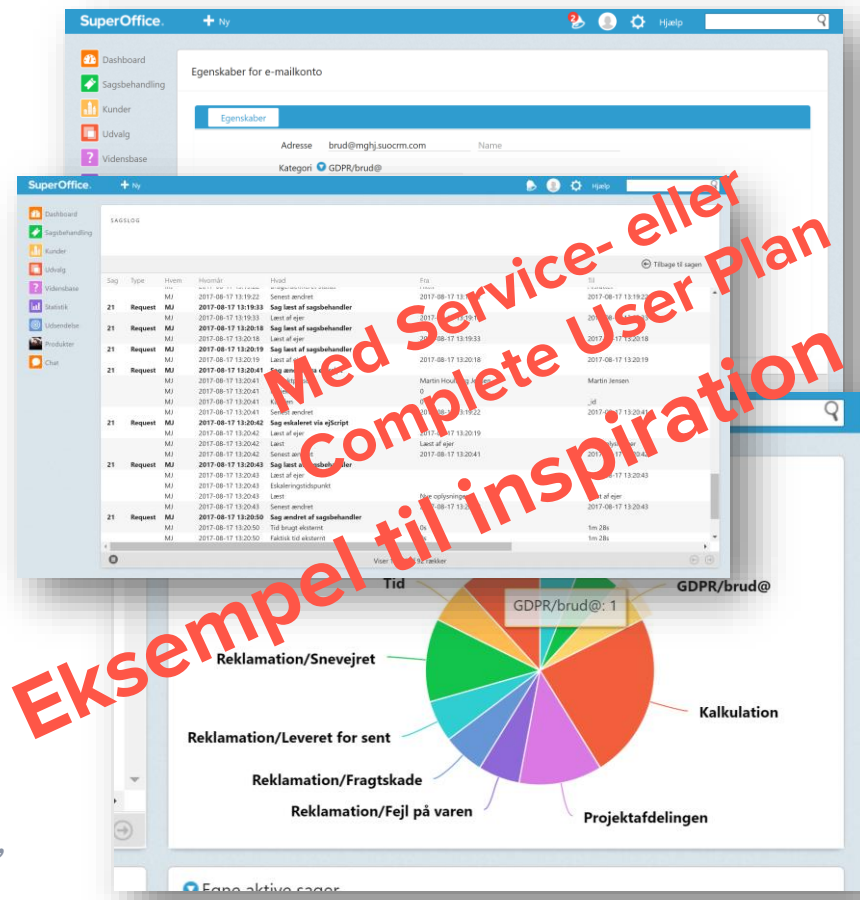
Ansoegninger
Elektronik
GDPR/brud@
GDPR/privacy@
Kalkulation
Projektafdelingen
Reklamation/Fejl på varen

Alarm indenfor 72 timer

- Punkt 8: "Hvad skal I gøre ved brud på persondatasikkerheden?"

*”For at I kan efterleve databeskyttelsesforordningens krav i forbindelse med brud på persondatasikkerheden, er det vigtigt, at I har de **fornødne procedurer** på plads til at **opdage, rapportere og undersøge** brud på sikkerheden.”*

- Justitsministeriet: ”Indberetning af sikkerhedsbrud. Hvis der sker brud på sikkerheden, skal virksomheder og myndigheder indberette det til Datatilsynet.”



GDPR's konsekvenser og muligheder (nogle af -)

1. Der er strenge straffe for de virksomheder og organisationer, som ikke overholder GDPR, med bøde på op til **4% af den årlige globale omsætning eller 20 millioner EUR**, afhængigt af hvilket af de to beløb, der er højest
2. Samarbejde/kunder/leverandører vil kræve GDPR-kendskab og -overholdelse
3. Den måde virksomheder håndterer marketing- og salgsaktiviteter på
4. Forbedret datakvalitet og -disciplin 😊

Mange tak for jeres opmærksomhed

Find og brug links i præsentationen, samt:

- [Community: "SuperOffice nyeste opdateringer" >>](#)
- [SuperOffice InspirationsWebinar om "GDPR i praksis" >>](#)
- Seneste White Paper: ["GDPR og hvordan det ændrer dine kunderelationer" >>](#)
- [Teknisk information ved migrering med Service >>](#)
- [Expander World 2017 >>](#)
- [Persondataforordning: "Skal I have en Data Protection Officer" >>](#)

- SuperOffice-kundeportalen [Community >>](#) med [Learn the Essentials >>](#), [Bugs&Wishes >>](#) og [FAQ / Overblik >>](#)
- [SuperOffice InspirationsVideoerne >>](#) bl.a. ["Udsendelser" >>](#) og ["Marketing" >>](#)
- [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 >>](#)





Evaluering, feedback og ønsker...

**Tak for i år!
På gensyn i 2018
og fortsat god fornøjelse med SuperOffice CRM**

Martin Houlberg Jensen martinhj@superoffice.dk