

## Press Release

### **CRM-expo 2010: adesso Presents Industry-Specific Solutions for the Customer Management**

***Dortmund, 28 September 2010 – At this year’s CRM-expo, taking place in Nürnberg on October 12 and 13, adesso presents three customer management solutions that are tailored to the specific requirements of the broker business in insurance companies, the asset management business and private banks and the energy sector. Companies gain more transparency on their customer relationships and can deduce perfectly fitting marketing and sales activities from the overall view on the customer provided by these solutions.***

adesso AG, one of the leading IT service providers in the German-speaking area, participates with a showcase stand in CRM-expo, Europe’s foremost trade fair for the Customer Relationship Management. adesso presents live showcases on industry-specific CRM solutions tailored to the specific requirements of the broker business in insurance companies (in|AGENT), the asset management business and private banks (in|VALUE) as well as the energy sector (emSIS.energy). adesso developed these solutions on the basis of the Microsoft CRM software Microsoft Dynamics CRM and enhanced them with industry-specific know-how. This know-how is based on the long-term experience and expertise of adesso employees in the relevant industries.

“Companies lose a great amount of money when they do not bring their sales, marketing and service activities into line with their business relationships“, explains Steffen Jakob, division manager for Microsoft software development at adesso. “By enhancing the CRM application with industry-specific know-how, adesso provides solutions which effectively support the core business processes of a company and which allow to strengthen the company’s market position by making use of a 360-degree-view on each customer relationship.”

Besides presenting these solutions, adesso provides insight into the advantages of the latest version of Microsoft Dynamics CRM 2011. adesso holds the status of a “Microsoft Gold Certified Partner” and provides comprehensive competencies, having certified consultants and respective customer references. In the context of this cooperation, adesso consultants design and realize the development of Microsoft-based process architectures.

In addition to the showcases, adesso introduces its complete portfolio of individually-tailored CRM applications. These solutions feature good usability, high user-acceptance and easy integration into existing infrastructures. The adesso portfolio comprises the consulting and development of such solutions as well as the operation and maintenance of the systems. With “CRM Performance Check” adesso presents a standardized procedure which comprehensively helps to evaluate and enhance existing CRM solutions.

*approx. 2.860 characters*

#### **adesso AG**

With about 700 members of staff and ten premises, adesso is one of the leading IT service providers in the German-speaking regions. The core business processes of the customers manifest the focus of consultancy and software development of adesso. These processes which are important for business success are becoming ever more flexible and productive by the clever implementation of information technology.

adesso customers appreciate the long-term experience of the consultants and software developers resulting from complex and often international tasks. adesso also offers fixed prices for software development projects which are of a large-scale nature, thus granting customers financial security. adesso very much puts an emphasis on members of staff with an entrepreneurial spirit who act with a high degree of communicative competence and who know about and master the special tasks of the customers in their respective industries. Their corporate culture is characterized by transparency, also in the context of internal communication, and by members of staff who strongly identify themselves with adesso.

adesso was founded in Dortmund in 1997. The share is listed on the regulated market. Some of the most important customers are Allianz, Hannover Rück, Westdeutsche Lotterie, Zurich Versicherung, DEVK, DAK and E.ON.

In the Lünendonk Survey of 2009 adesso is listed in 18th position among Germany's top IT consulting and system integration companies.

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