



## **FOR IMMEDIATE RELEASE**

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### **Pharma Force 2008 in Philadelphia: Update Shows Pharma CRM Solution Especially for the US Market**

Vienna, September 29, 2008 - Update Software AG, one of the leading European producers of premium CRM solutions ([www.update.com](http://www.update.com)), will appear at Pharma Force 2008 in Philadelphia (10/15–10/17) together with its customer Boehringer Ingelheim. "We are really looking forward to being able to present our very successful pharma CRM solution update.seven at Pharma Force for the first time," says update CEO Thomas Deutschmann. "The pharmaceutical CRM market in the USA is consistently increasing in significance for us – after achieving a leading position in this sector in Europe." update's customer Boehringer Ingelheim will present its successful CRM project at Pharma Force in a lecture: Jennifer Cerny, Senior Regional Business Manager, Consumer Health Care, will speak about the international introduction of the pharmaceutical version of update.seven at Boehringer Ingelheim (10/16/2008, 2:00 PM). Representatives from both the update management team and Boehringer Ingelheim will be available at the update booth for personal consultations and exchange of experience. In addition, update will present a demo version of its much-lauded premium CRM solution update.seven in

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its booth – in 2008, update won the renowned ISM CRM Software Award for the eighth time. In order to provide better support to its US customers, update has established a branch office in New Jersey. For implementation and support, update is happy to be partnering with C3i Inc., providing the US market with the very best in support services.

"Our pharmaceutical CRM solution for the US market builds on the extensive functionality of the pharmaceutical version of update.seven established in Europe; out of the box, this version already covers industry-typical sales, marketing, and service processes," explains Georg Gradinger, Professional Services Manager at update. "In addition, our special US solution also covers all specific requirements of the US market." This way, the update pharmaceutical CRM solution has extended functionalities such as electronic signature capture and sample tracking. Optimal for use in pharmaceutical outside sales: update.seven is available on a wide variety of mobile end user devices – from the BlackBerry to the PDA on through to the iPhone. "Our CRM solution for the US market is ideally suitable for use as a complete industry template – both for small biotech start-ups that need a high-performance solution quickly and for companies with very company-specific processes that need to be mapped individually in the solution," says Gradinger. In addition to Boehringer Ingelheim, many other international pharmaceutical companies such as Alk-Abello, AstraZeneca, Biomet, Biotronik, Daiichi-Sankyo, and GlaxoSmithKline also use update's successful combination: expertise, flexibility, and agility.

**About update software AG:**

Founded in Vienna in 1988, update software AG ([www.update.com/us](http://www.update.com/us)) is Europe's leading provider of premium CRM solutions and is listed on the Frankfurt Stock Exchange. Today, update products are used by more than 150,000 users at over 1,300 companies. References include, among others, 3M, Alk-Abello, AstraZeneca, Biomet, BIOTRONIK, Boehringer Ingelheim, Daiichi-Sankyo, GlaxoSmithKline, and Philips Medical Systems Europe. Update software AG cooperates with companies such as Atos Origin, Hewlett Packard, and C3i.