

PRESS RELEASE

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ADSOTECH Finland Oy announces the availability of AboveTARGET vertical version for Real Estate CRM

ADSOTECH Finland Oy announces today the general availability of AboveTARGET.com vertical option to support the marketing and sales processes for large Real Estate projects.

The first customer to deploy the Real Estate vertical is the Finnish EKE Group. The product is used in the Sundsberg project where several hundred houses including a golf course are built. The vertical application supports specifically the reservation process of building objects and the closure of the purchase agreement. The system provides real time information about the availability of objects for the different sales agents. AboveTARGET is also use to manage the communication processes and documentation between the builder, architects, contractors and sub-contractors.

Ralph Granroth, Project Manager for the CRM implementation project said that “the decision to deploy the AboveTARGET.com ASP version was based on ease of use, adaptability to their specific requirements, rapid implementation and reasonable price”.

The price for the ASP Service is 39,00 EUR/month per user which corresponds to a cost of less than 2 EUR per effective work day. The Nokia 9300/9500 option is 19,00 EUR/month per user.

ADSOTECH Finland Oy (www.adsotech.com) is a privately held, in 2000 incorporated Finnish software development and marketing organisation with headquarters in Espoo, Finland. Additional information about ADSOTECH, the products, services and the contents of this press release can be obtained from Christer Mäkelä, tel + 35840-9009990 or Email christer.makela@adsotech.com or from the website www.adsotech.com or www.abovetarget.com