

## PRESS RELEASE

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### **AboveTARGET.com CRM Application delivered to biomedical company Galilaeus Oy**

The Finnish biomedical company Galilaeus Oy has implemented AboveTARGET.com, the ASP CRM solution developed by ADSOTECH Finland Oy. The objective is to boost the international operations of Galilaeus.

AboveTARGET.com is a simple to use, yet rich in functionality industry independent CRM ASP solution which can be deployed in less than 5 minutes for personal contact management purposes and with minimal effort to support business processes for sales, marketing, customer services and order management. The product is ordered and deployed over the web.

AboveTARGET.com can be used without any product installation. The ordering and deployment process is fully automated. The ordering of the product for test and productive use can be done via [www.abovetarget.com](http://www.abovetarget.com). AboveTARGET.com supports multiple languages, e.g. English, German and Spanish.

According to Merja Heponiemi, CRM-project Manager at Galilaeus, the implementation process was short. "The product went live within one month from our first contact with ADSOTECH. When we ordered the product via internet, the data space for our database was preloaded with default parameters, which we modified to suit our own processes. The data was loaded from our old Access databases. Thereafter we tested the product from a technical and suitability point of view. After the decision to go for AboveTARGET we run a 4 hour training session and went simply live" Merja Heponiemi summarizes the steps in their project.

Marketing Director Antti Kanervisto has already after a short period of time seen clear benefits from using the product. "The customer data is now stored in a clear, consistent and structured manner and the management of the data is much easier than before. The users were motivated to start to use the system as they could clearly see how it helps them to become more productive. The data is up to date. Time is not wasted in searching for information. The different user views and reports assist management to steer the company towards a better profitability" Mr. Kanervisto said.

According to Christer Mäkelä, Managing Director of ADSOTECH Finland Oy, the comments from Galilaeus employees amplify the general perception in the marketplace that ADSOTECH has managed to develop a genuinely easy to use product which also is rich in functionality. The large and diversified customer base is also an evidence of the industry independence of AboveTARGET.com. "I hope the Galilaeus successful and rapid deployment project will remove the fear so many

executives have about CRM implementation projects. The implementation of a well designed and easy to use system does not really have to be a large undertaking where strategies and business processes need to be re-engineered as so many consultants claim” Mäkelä adds.

ADSOTECH Finland Oy ([www.adsotech.com](http://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](mailto:christer.makela@adsotech.com) or from the website [www.adsotech.com](http://www.adsotech.com) or [www.abovetarget.com](http://www.abovetarget.com)