

SuperAddress

The easy way to launch DM campaigns

All in one package

SuperAddress contains all the tools you need to launch DM campaigns with SuperOffice CRM5:

- Integration with a large number of address sources – CD or Internet (see under Technical Specifications)
- Automatic duplicate search and data validation
- Maintenance of data

Options secure the investment

SuperAddress supports a large number of address sources – CD or internet, thus giving you a number of options now and in the future.

Save time and money

With SuperAddress you can launch DM campaigns quickly and effectively:

- 1) Defining target group
- 2) Searching for duplicates and laundering data
- 3) Inserting in SuperOffice CRM 5
- 4) Mailings

1: Defining target group

You define the target group by making a search on a CD or the Internet.

You import and go through the list in SuperAddress, selecting and removing the unwanted addresses.

Nr.	Firma (Dublet til)	Adresse	Postnr	By	To
1	SMC Biler Amager A/S	Englandsvej 437	2770	Kastrup	32.4
2	A 16 Biler	Viborgvej 380	8900	Randers	86.4
3	A A Biler	Skolevej 3	5560	Aarup	64.4
4	A Biler	Vestersvinget 11	7970	Redsted M	97.7
5	A-biler Ove Berthelsen ApS	Huginøvej 10	4100	Ringsted	57.6
6	A G Biler	Hermødsvej 2	9000	Aalborg	98.1
7	A H Biler	Våsevej 111B	3460	Birkedal	45.6
8	A. H. Biler/Redbyhavn Autoværkst	Havnegade 74	4970	Rødby	54.6
9	A-J Biler ApS	Lyngbygade 42	8600	Silkeborg	86.6
10	A M Biler	Næssundvej 428	7960	Karby	97.7
11	AB Biler ApS	Frejssøvej 1	8600	Silkeborg	75.2
12	ABC Biler Ølgod A/S	Industrivej 17	6870	Ølgod	43.3
13	Abildgaard Biler Nakskov ApS	Maribovvej 1	4900	Nakskov	54.5
14	Abrahamson Biler ApS	Groeve Strandvej 99B	2670	Greve	43.3

Example of address list imported into SuperAddress, from which you remove addresses of customers/prospects which are not to be included in your campaign. Note: Duplicates, if any, are marked *), and the name of the duplicate is shown in brackets.

2: Searching for duplicates and data validation

The search for duplicates is made according to your criteria based on:

- Unique number (Kompass, KOB, etc.)
- Company name (exact match)
- Company name (phonetic search)
- Telephone
- All at the same time

3: Inserting into SuperOffice CRM 5

Indicate the name of the selection where you want to place the companies and specify Business, Category, Our Contact, etc.

OVERFØRSEL

Overfør 14 nye kontakter til SuperOffice

Indsæt i nyt udvalg med navn: Ny kampagne

Indsæt i eksisterende udvalg: Auto

Indsæt ikke i udvalg

Håndtering af fundne dubletter

Indsæt i udvalget. Ajourfør data

Indsæt i udvalget. Udfør ingen ajourføring

Spring dubletter over. Indsæt kun nye adresser

Forvalg for nye kontakter

Branche: Industry

Kategori: Prospect

Medarb.: ADJ Ingen udsendelse

<< Tilbage Afbryd Start

In the above example the companies are entered into the selection "New campaign" in SuperOffice CRM 5. Duplicates, if any, will also be placed in the selection. In addition, to start with all new companies are marked with "no mailings".

4: Mailings

New company cards are created, existing ones are updated. All are included in the selection based on which you can perform the following tasks:

- Mail merge
- Print labels
- Send e-mails
- Create follow-up activities
- Add/remove interests
- Edit contact details

- plus a little more...



Extra tools

SuperAddress includes a number of useful extra tools which make the use of SuperOffice CRM 5 more effective:

- *Move, copy or merge*
- Total project search
- Duplicate search
- Quick search for addresses
- Mass filing of e-mails
- Accessing maps on the Internet

The list is updated regularly. See www.superaddress.dk.

Move, copy or merge

If you happen to register the same company twice in SuperOffice CRM 5 and have registered contact persons, documents and activities on both company cards, it is time-consuming to rectify. However, SuperAddress makes it an easy task: You can move contact persons from one company card to another or merge 2 company cards.

Total project search

Total project search makes it possible to search on the "More" fields in a project.

Duplicate search

The duplicate search makes it possible to search for and eliminate duplicates in the SuperOffice CRM 5 database. The list is built up based on an advanced search.

Quick search for an address

The quick search makes it possible to search for a specific address in SuperOffice.

Mass filing of e-mails

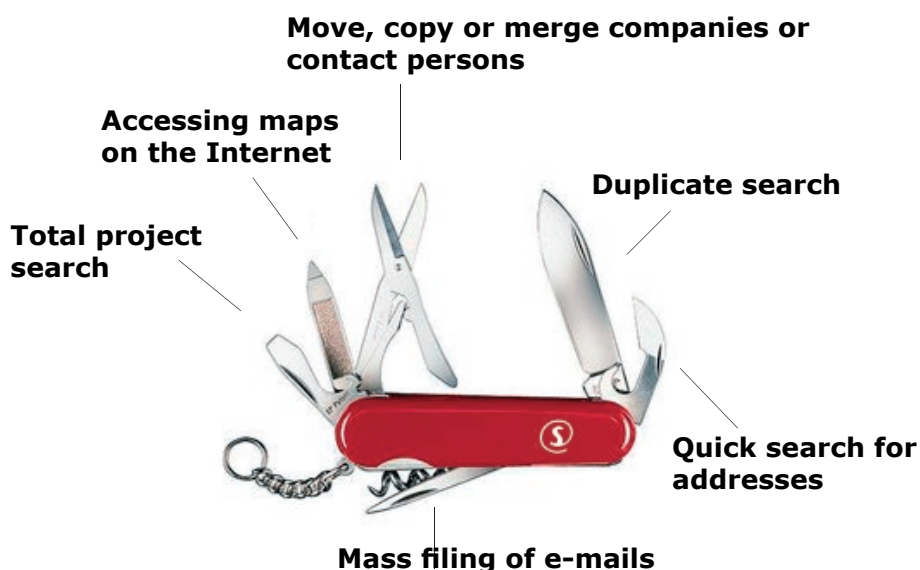
If your inbox contains 1000 mails which should have been filed in SuperOffice – you know the problem – how do you transfer them easily? SuperAddress is the solution. SuperAddress makes it possible to file entire folders from Outlook or select potential recipients in SuperOffice.

Accessing maps on the Internet

Press the button and see the relevant map with indication of the address of the company in question. It is even possible to print an activity schedule together with the map – and you are then ready for your next customer visit.

Advantages

- SuperAddress contains all the tools necessary to launch DM campaigns – plus a little more
- Quick and effective
- Automatic data laundering and duplicate search
- Imported companies is placed in a selection
- Newly imported companies can be marked "no mailings" which ensures compliance with good marketing practices.



Technical Specifications

SuperAddress supports the following address sources:

Addresses on CD

- Kompass
- NewBiz
- KOB CD-Direct
- Dun&Bradstreet
- Greens.dk
- Krak Direct
- Navne & Numre

See our special brochures on integration with the above CD's.

Danish addresses on the Internet

- Krak.dk
- Greens.dk (subscription)
- DeGuleSider.dk
- Moestrup.dk
- kob.dk

Foreign addresses on the Internet

- Yellow Pages (England)
- Yritis Tele (Finland)
- GoudenGids (Holland)
- PagesJaunes (Schweiz)
- GulaSidorna (Sverige)
- Gulan.se (Sverige)
- Foretagstele (Sverige)
- Branchenbuch (Tyskland)
- Yellow Pages (U.S.A.)
- GoldenSeiten (Østrig)

The list is updated regularly. See www.superaddress.dk.

SuperAddress – technical advantages

- Central installation and distribution of clients
- User-definable setup of data transfer
- SuperManager utilizes and follows the SuperOffice COM technology which secures unproblematic upgrades
- Updating via Internet

Data Transfer

SuperAddress transfers the following data to SuperOffice:

- Company master data
- Company economic data
- Contact person names and titles

Current maintenance

SuperAddress is kept up-to-date, and new versions are released concurrently with new versions of SuperOffice CRM 5 and can be downloaded from www.superaddress.dk, free of charge, in accordance with the maintenance agreement.

System requirements

- SuperOffice CRM 5 ver. 5.0.40+
- MS Windows 95/98/NT/2000/XP
- MS Internet Explorer 4.01+, optional
- Subscription for address CD or Internet service, optional

Order SuperAddress

Order and download direct from www.superaddress.dk
Contact your SuperOffice dealer, or phone Siteshop (+45) 70 20 19 78



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