

# SuperOffice Audience

Open the channels of communication by giving your customers the information they need, when they need it.

SuperOffice Audience is an internet collaboration tool - a ready, out of the box customer portal, tied to your customer database. Audience provides full access to shared projects, and gives secured access to documents, e-mails, meeting notes and much more.

The core value of the SuperOffice Audience application is to enable businesses to communicate better with their customers and to share customer critical information in a unique and extremely effective manner. The result is a tighter bond between your company and your customers. Explore some of the business scenarios where SuperOffice Audience will impact your business:

## Sales scenario

With SuperOffice Audience your salespeople can work closer with their key account customers, creating a valuable online forum where sharing of documents (letters, quotations, e-mails etc.) activities and general information will secure customer intimacy thus providing the salespeople with flexible capabilities for interacting with their customers.

## Marketing scenario

With SuperOffice Audience your marketing people can build a new and direct communication channel towards the customers. This enables effective customized one-2-one communication of relevant marketing initiatives and campaigns directly from the CRM application without the use of advanced multi channel and e-mail marketing tools. Also the ability to handle different kinds of targeted news will provide impact for your customer's organization.

## Service/project scenario

With SuperOffice Audience, your project or service people can easily build an effective communication bridge between your organization and customers. The ability to share important and relevant project documents (letters, documentation, minutes of meetings, file downloads, e-mails etc.) and other types of project activities secures a shared and open interface between the two organizations, impacting productivity and the ability to work towards a mutual goal.



# SuperOffice CRM and SuperOffice Audience

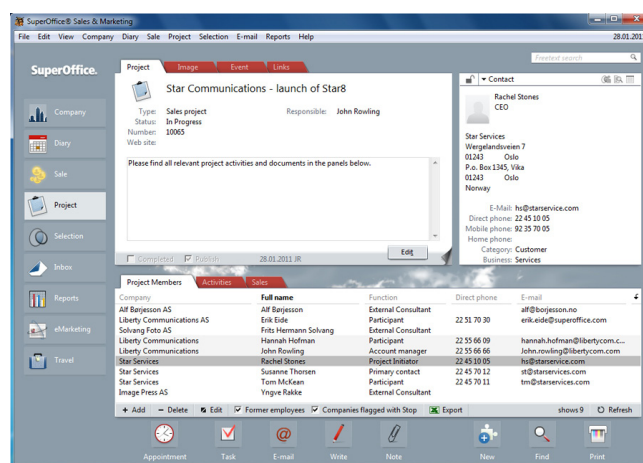
SuperOffice Audience is one or several websites where your company's customers can find and update information which is stored in your company's SuperOffice CRM database. No double storage or moving of information is needed for offering external contacts access to the company CRM database. The magic of SuperOffice Audience is that it is powered by SuperOffice CRM, meaning that all data you want to publish in SuperOffice Audience is directly fed from the CRM application and database. No complex content management solution is needed.

While your employees are using the well known SuperOffice CRM application, your external contacts have an opportunity to work with the SuperOffice Audience application. Sharing the same database, with access rights set by you!

The administration system allows SuperOffice CRM users to define and administer external contacts as users of SuperOffice Audience. SuperOffice CRM fulfils in this context the role of "catalogue service" and "authentication mechanism" on what many will see as a portal for external users. This functionality replaces heavy, centrally managed authentication systems and moves the task to the employees who are closest to the customer and other external contacts.

The publishing capabilities make SuperOffice CRM a powerful "content editor" for the company's web-based services. Data on the customer's company, contact preferences for marketing, news and events as well as documents (proposals, contracts, frame agreements, etc.) are easily published as an integrated part of the functionality users of SuperOffice already are familiar with. No comprehensive education, no complicated routines – everything is taking place in the true SuperOffice way.

Unique features are added to the already market leading CRM solution in the form of a new and user-friendly internet-based "self-service application" which is offered the company's customers and contacts – at a cost you could not even dream about.



# SuperOffice Audience Webparts

SuperOffice Audience is a standard application which is delivered with a set of Webparts (portal-oriented web-based applications) which provide external access to the SuperOffice CRM database.

## The following Webparts are part of the standard solution:

### Update company information

External users (customers) has access to and can update their own key company and person information in the SuperOffice CRM database. The result is that your contact database will be kept up-to-date.

### Update company contact persons

External users (customers) can update their own contact person information in the SuperOffice CRM database. People who e.g. have left a company can be set as "previous employees", providing updated contact person information in your CRM database.

### Update company interest codes

External users (customers) can check a selection of interest codes in the SuperOffice CRM database. This is especially valuable for marketing purposes.

### Publishing of events with the possibility of "one-click" registration

When inviting your customers to events, their registration is done with "one-click" and the registration is automatically updated on the event project in your CRM database.

### "Contact me" component

The "contact me" component provides external users (customers) with a direct contact channel to their account manager. – provides external users (customers) with easy access to sending contact me messages to their contact person in your company.

SuperOffice Audience also allows establishment of workplaces in the form of projects where the following is available:

- Project description, relevant www-links, etc.
- Documents (all types).
- Activities (appointments, meetings, follow-ups, etc.).
- Attaching project members.

#### PROJECTS

Active projects you are a member of. Click the required project to show details:

- [Coca-Cola Cup 2005](#)
- [Coca-Cola Chill 2005 - Smilev is back](#)
- [Liberty Golf Cup 2005](#)

#### AVAILABLE DOCUMENTATION

Title	Type	Date
<a href="#">Tee-off time and rules for the golf tournament</a>	Schedule	1/5/2005
<a href="#">Suggestions on event dates for Eastern campaign</a>	Schedule	12/7/2004
<a href="#">Campaign pictures - Look &amp; feel</a>	Project memo	12/7/2004
<a href="#">Estimate of the Eastern campaign</a>	Proposal	12/7/2004
<a href="#">Road show agenda - places and dates</a>	Schedule	12/6/2004
<a href="#">Preliminary budget presentation</a>	Proposal	11/23/2004

### Login

SuperOffice Audience login and password are easily generated by the user of SuperOffice CRM.

#### LOGIN

Enter your user name and password to log in to Audience

User name:

Password:

English (United Kingdom)

[New password?](#)

### Security

SuperOffice Audience is built on SuperOffice Netserver and utilizes the latest .NET technology. While the Netserver ensures secure access and authentication, Microsoft.NET technology provides robustness, flexibility and easy customization capabilities.

SuperOffice Audience is easy to deploy and maintain and is also built to adapt to your existing company security policies, technologies and infrastructures.

# Customizing SuperOffice Audience

## Standard version

- Use the built-in preference system to adjust the functionality of the Webparts.
- Use the built-in design capabilities of the standard framework to customize the lay-out and design.
- Add your own Webparts without programming.
- Automatic updates possible.
- No Solution Provider support needed.

## Customized version

- Deploy the standard Webparts of SuperOffice Audience in an existing portal system/framework.

and / or...

- Enhance/change the functionality of the SuperOffice Audience Webparts. Modify the source-code of the Webparts.
- A license for SuperOffice Audience Community Edition is required.
- Automatic updates not possible.
- Solution Provider support (or own IT Dept) needed.

The SuperOffice Audience Community Edition (ACE) is part of the SuperOffice Expander concept and available through SuperOffice Devnet on special terms. These terms are related to intellectual property, licensing, support and level of qualification of the Solution Provider signing up as a "SuperOffice Audience Community Edition Partner".

## Are you ready to take the step?

If you and your company are interested in building really intimate and solid customer relationships, SuperOffice Audience is the answer. With this new module for SuperOffice CRM, you will have a solution which seamlessly integrates your customers in your SuperOffice CRM solution, bringing communication and sharing of information a giant leap forward. Please contact us or one of our partners for more information.

## Product specification and system requirements

SuperOffice Audience is a web-based application built on top of the new generation CRM Platform from SuperOffice. The interface and communication between Audience and SuperOffice Netserver (the CRM Platform product) is based on Web Services (SOAP/XML). Audience is developed with Microsoft.NET technology, utilizing the latest in web development technology – ASP.NET.

## Database support

SuperOffice Audience does not require a database installation itself, but is using the standard SuperOffice database without modifications of any kind. Hence SuperOffice Audience supports all databases supported by NetServer. SuperOffice NetServer supports the following database-platforms:

- Microsoft SQL Server 2005 and 2008.
- Sybase SQL Anywhere Studio
- Oracle

## Operating Systems

SuperOffice Audience can only be installed on a computer with:

- Microsoft® Windows Server™ 2003, 2008.

In addition the following software must be installed:

- Internet Information Services (IIS) version 6.0 or higher.
- .NET Framework 3.5.

SuperOffice CRM 6.3 or newer is required for automatic generation of external users).



# SuperOffice®

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