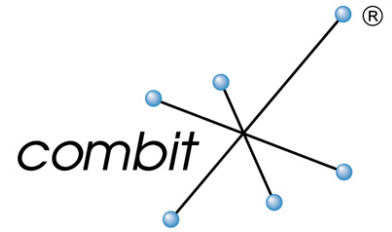


## PRESS INFORMATION

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### Press report: 20 years of combit



#### **Software Producer combit celebrates 20th anniversary 20 years, 3 software solutions and 34 versions**

The software producer combit from Constance celebrates its twentieth anniversary. Founded in 1989, combit specialized in reporting, CRM and contact management during the last two decades and has achieved brand name recognition with its developer component List & Label and its business applications combit Relationship Manager and address manager. Three software products, 34 product versions, related services such as training, workshops and customizing, more than 100 awards, references, best-tests and won readers' choices: combit looks back on years of success and also confidently forward to the future.

“An outstanding and highly motivated team such as the combit team is able to achieve something great - even if the circumstances get harder” says Peter Magulski, managing partner of combit GmbH. In their anniversary year, the software creators will release new versions of combit Relationship Manager and the reporting component List & Label. For both products, customer feedback was an important part of the project planning. “Due to the direct communication, we are permanently in close contact with our customers”, says Christiane Koerdel, managing partner, “we always knew that it's very important to listen to our customers' wishes and to act on their requirements”.

combit looks ahead, full of expectations regarding the future of CRM. “Our current and future customers will emphasize the relations to their own customers even more”, says Bjoern Eggstein, managing partner and continues “by doing that, they will increasingly focus on CRM solutions which allow them to react flexibly and promptly to the market's requirements, without creating redundant costs and expenses. That's why it's so important to practice organizationally perfect and technically flexible customer relationship management.”

(1918 letters)