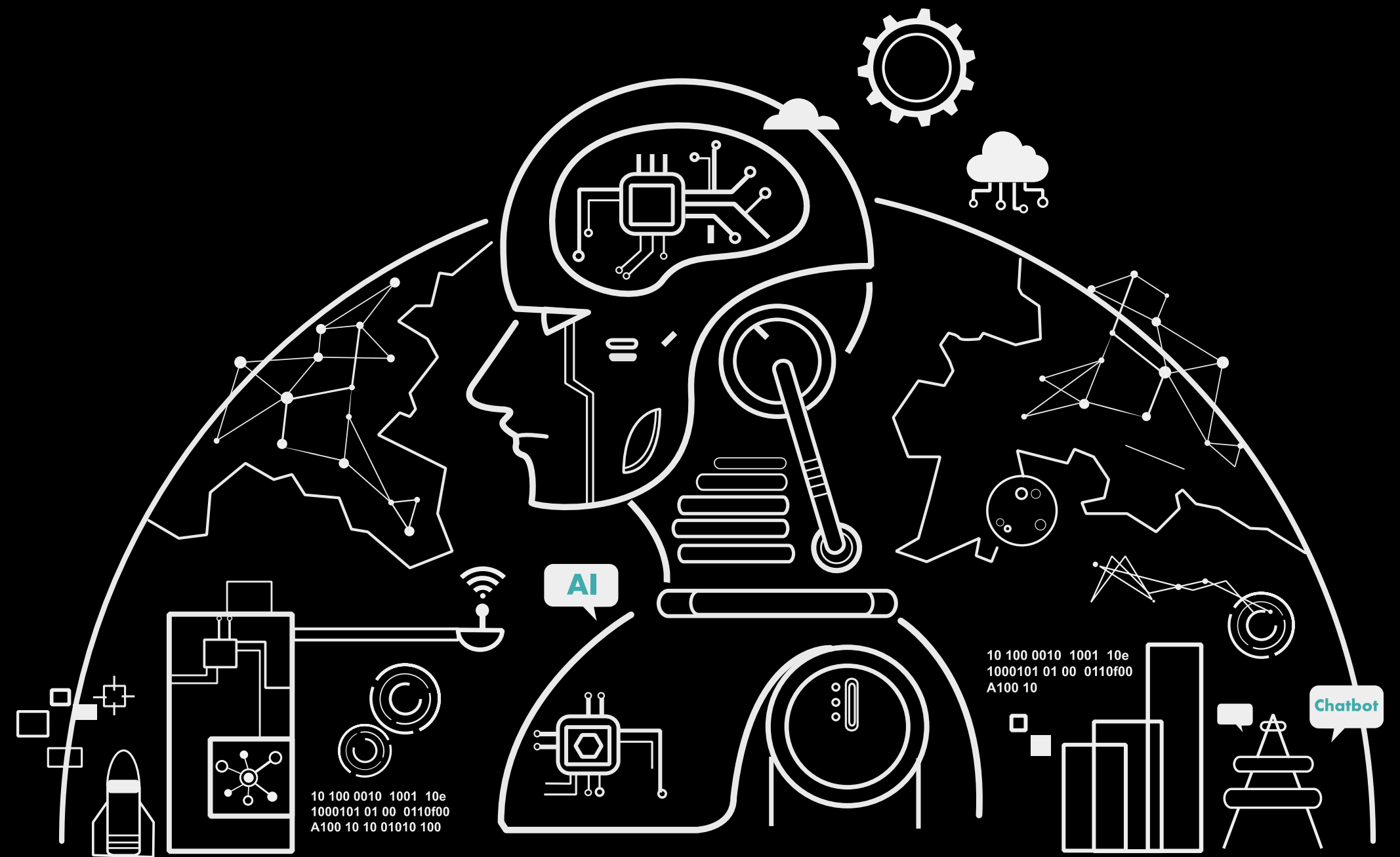# POBUCA

CRM digital transformation made easy

a little bit
of history

POBUCA is a scale-up CRM software house that for 19 years offers growth and productivity to brands and retailers. The company's solutions and services are based on machine learning and AI technology.

Facts & Figures

Employees
100+

Revenue
4M

Pobuca CRM Suite

POBUCA
CONNECT

POBUCA
LOYALTY

POBUCA
SALES

Microsoft

Office 365

Microsoft Dynamics 365

YOUR GROWTH. OUR RESPONSIBILITY.

Global presence

London

Krakow

Patras

Athens

Dubai

Headquarters: London
Operations & R&D: Athens
R&D: Patras (Greece)
Subsidiaries: Krakow, Buenos
Aires & Dubai

Buenos
Aires

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The Problem

- Multiple and non-connected contact lists

- Missing and not updated contact info

- "I just need a mobile app to track activities with my customers"
  (CRM are too expensive & complex)

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What you are losing

Productivity

- Numerous excel files
- Losing business cards
- Not updated contact info

Share & access on any device

- No mobile access
- Only personal contacts
- Hard employee on-boarding

Strong customer relationships

- Missing customer activities
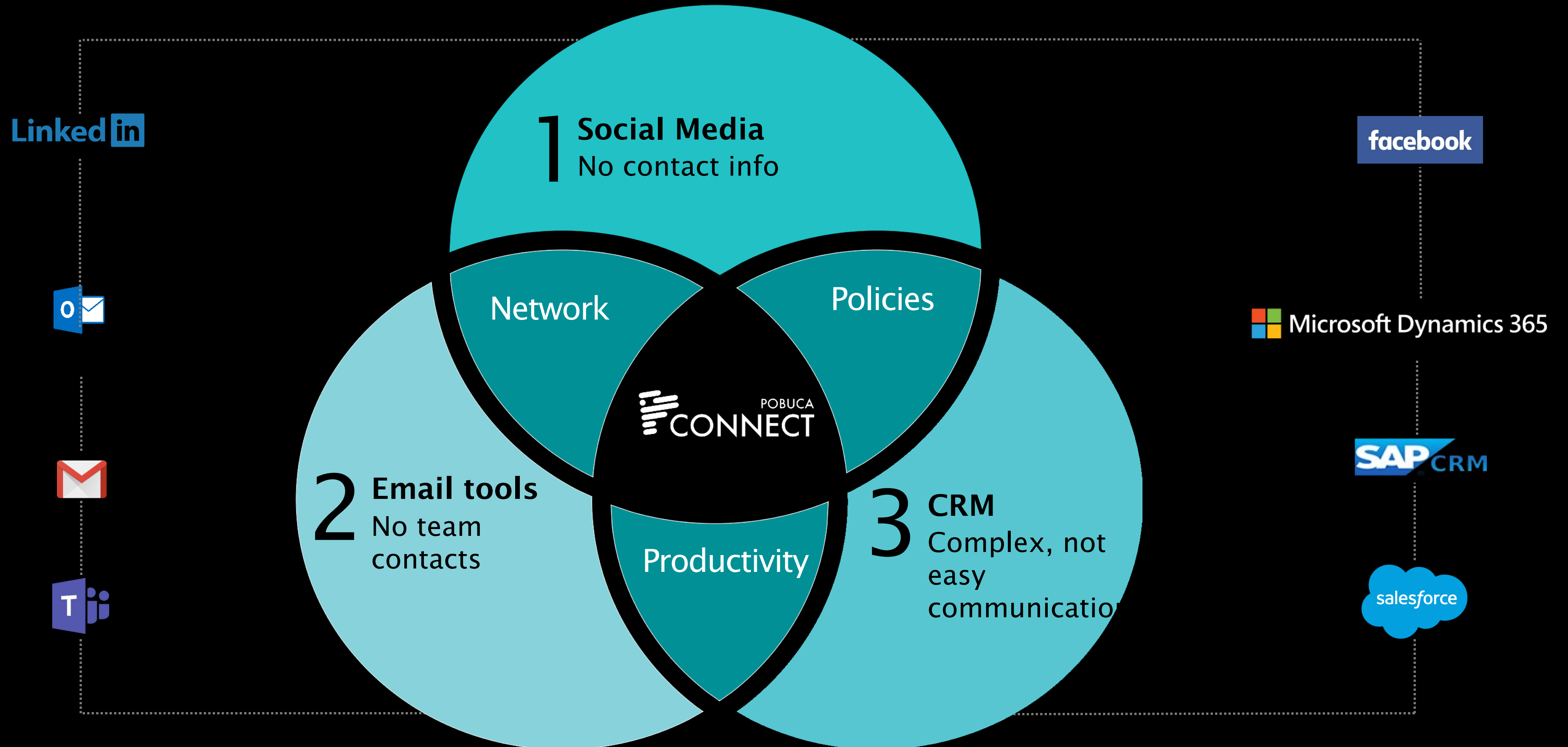- Missing a sales pipeline
- No event follow ups

Revenue

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How we help you

Sweet spot

1 **Social Media**
No contact info

Network

Policies

POBUCA
CONNECT

2 **Email tools**
No team contacts

Productivity

3 **CRM**
Complex, not easy communicatio

Linked in

facebook

Microsoft Dynamics 365

SAP CRM

salesforce

The product
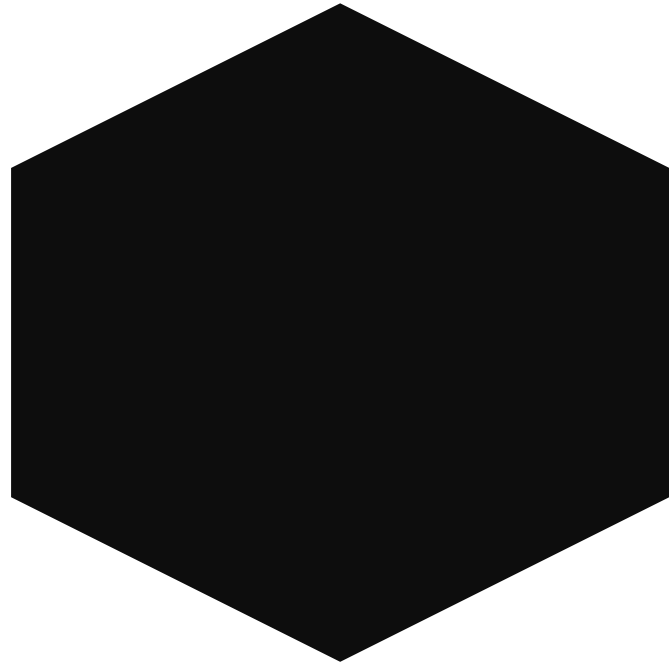
Contact management

We help businesses manage & connect with their contacts

YOUR GROWTH. OUR RESPONSIBILITY.
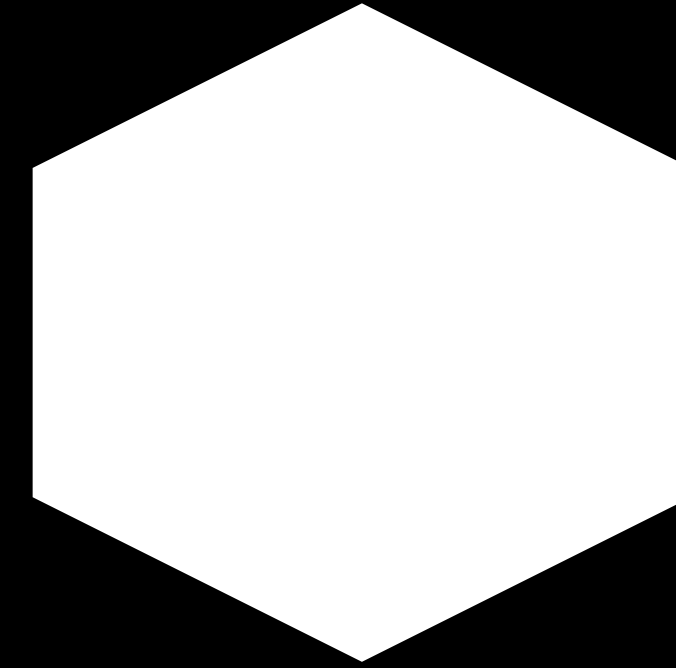
Relationships

Grow your business faster by building stronger customer relationships and manage your pipeline from lead to closing.

Contact Management

A cloud contact management app for teams - accessible on any device.

Main Features

- Unified address book among co-workers

- Includes all internal and external contacts

- Access on any device (desktop, mobile, web)

- Mobile offline access

- Import & update contacts with AI

- Scan business cards, capture email signatures

- Caller ID of all your organization contacts

- Control over User Permissions
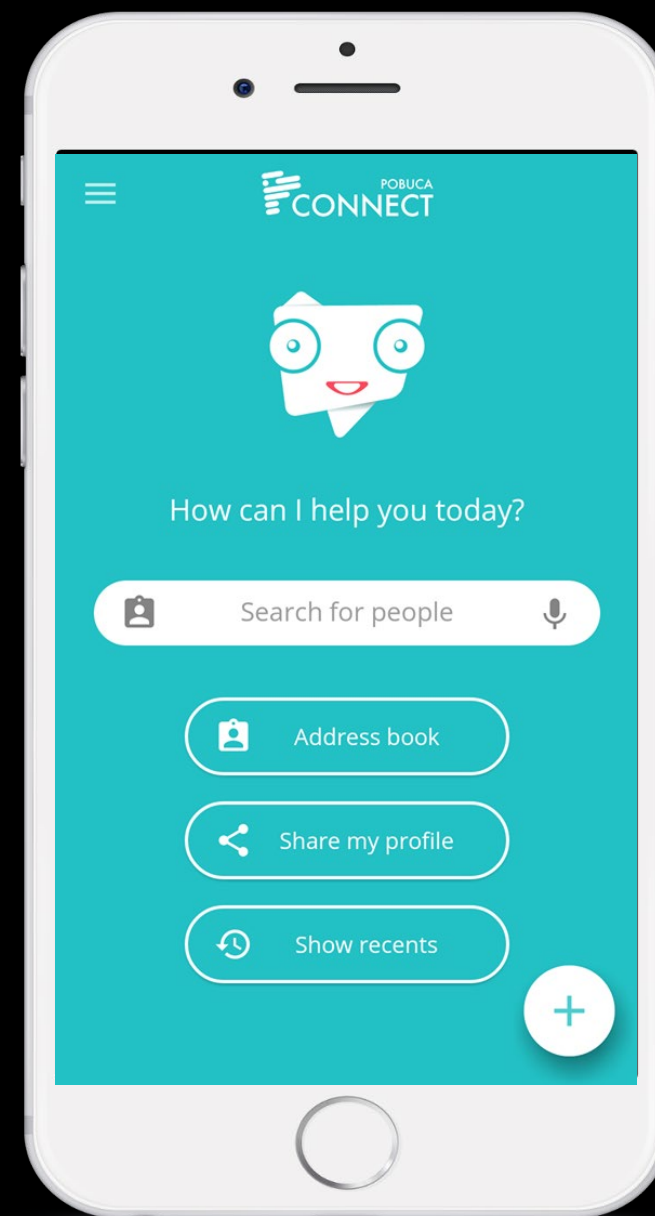
POBUCA CONNECT

Relationships

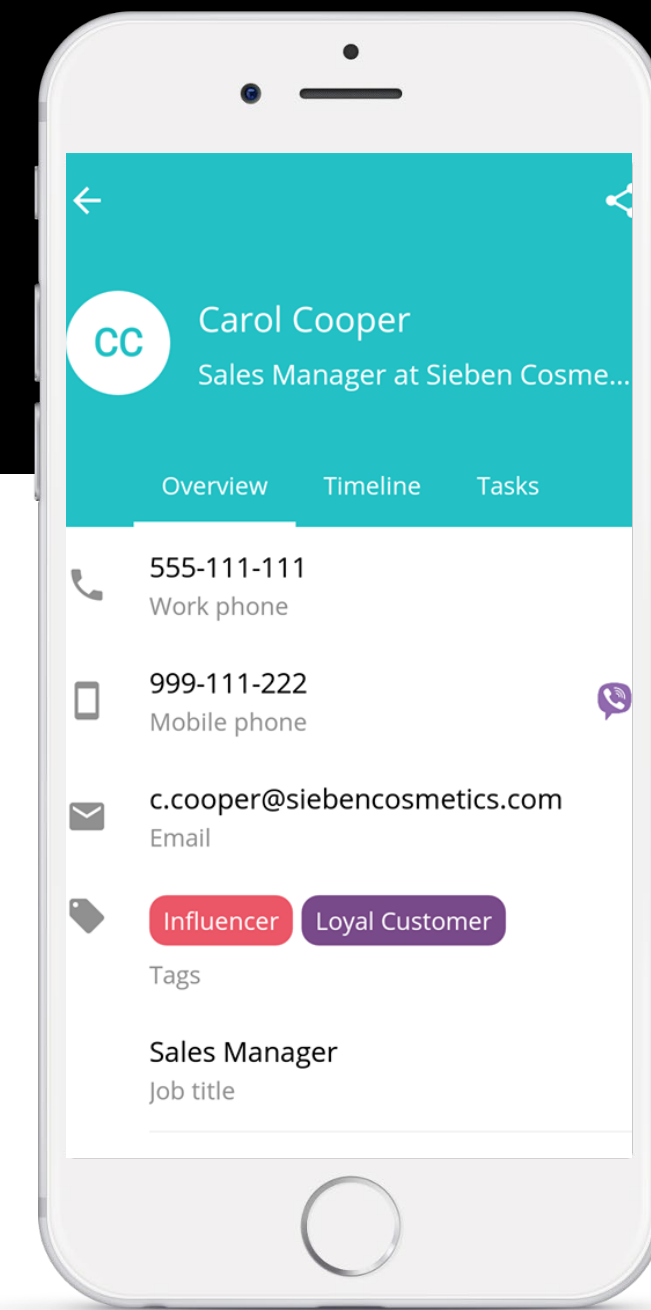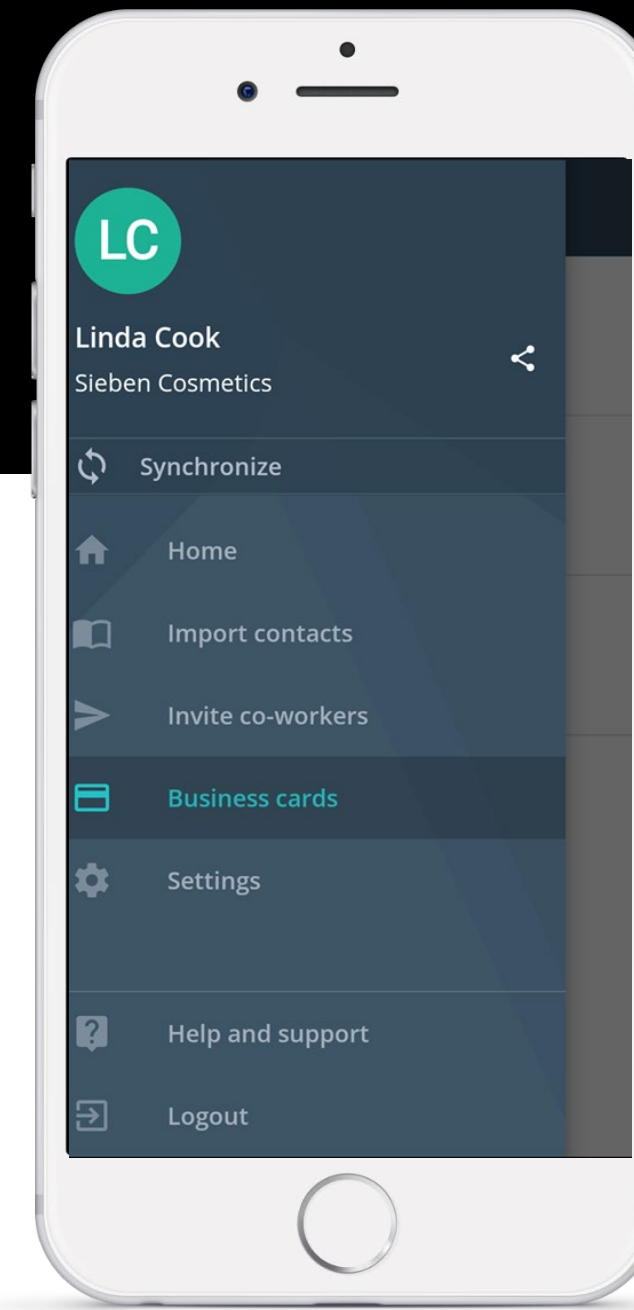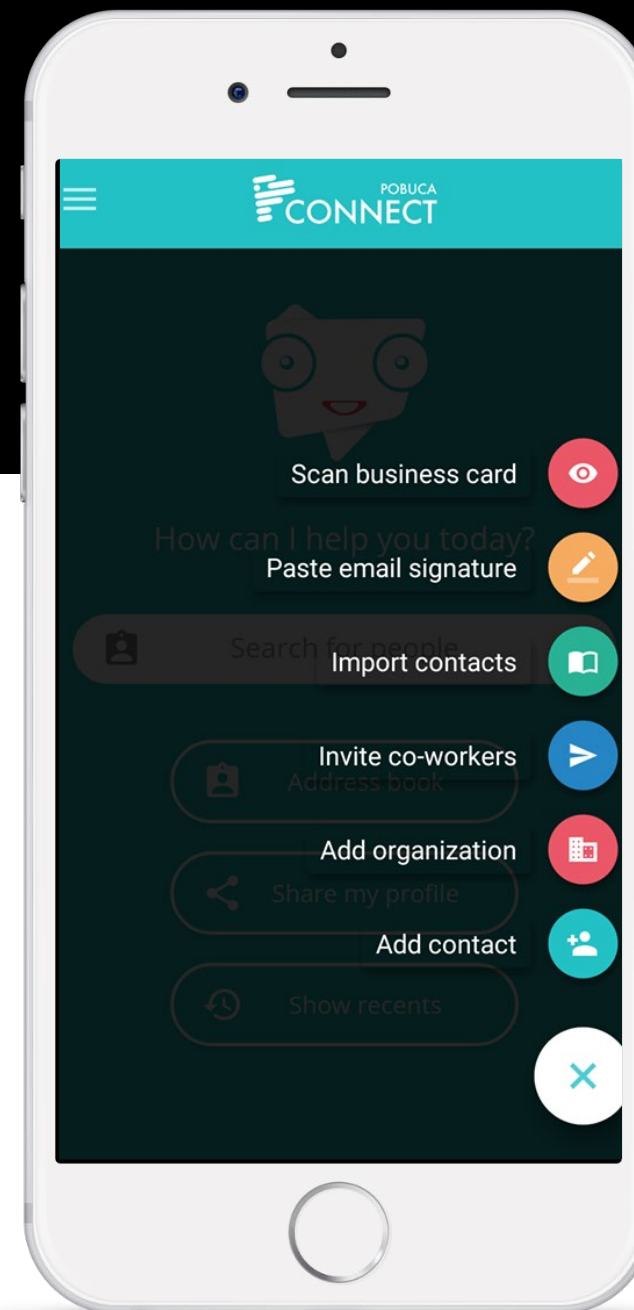## The first mobile lightweight CRM.
Build strong customer relationships & manage your pipeline from lead to closing.

POBUCA CONNECT

Main Features

Contact management plus:

- 360˚ customer view
- Sales pipeline management
- Schedule your activities
- Marketing campaigns
- Organize your tasks after events or venues
- Use as a personal CRM for free

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GDPR

Company Contacts
Personal data, GDPR?

Without Pobuca Connect:

Store in excel files, agendas or personal mobile phones.
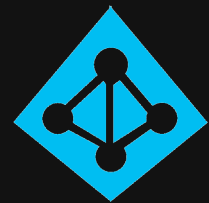
Not manageable
"the right to be forgotten"GDPR

With Pobuca Connect:

Store, manage data and access rights.

Manage "the right to be forgotten" with Pobuca Connect GDPR

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Integrations

Active Directory & SAML 2.0

Pobuca Connect integrates with Azure AD & SAML 2.0 for user authentication (SSO).

O365

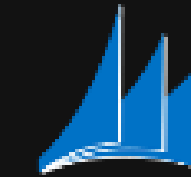Pobuca Connect offers an Outlook add-in. Integrates with O365 & G-suite

One Net PBX

Pobuca Connect is integrated to Vodafone One Net or Cisco Call Manager and used as default address-book.

POBUCA CONNECT

Connect with 3rd party systems through Pobuca Connect API

Microsoft Dynamics 365

Sync contacts with CRM and offer company-wide access to contacts.
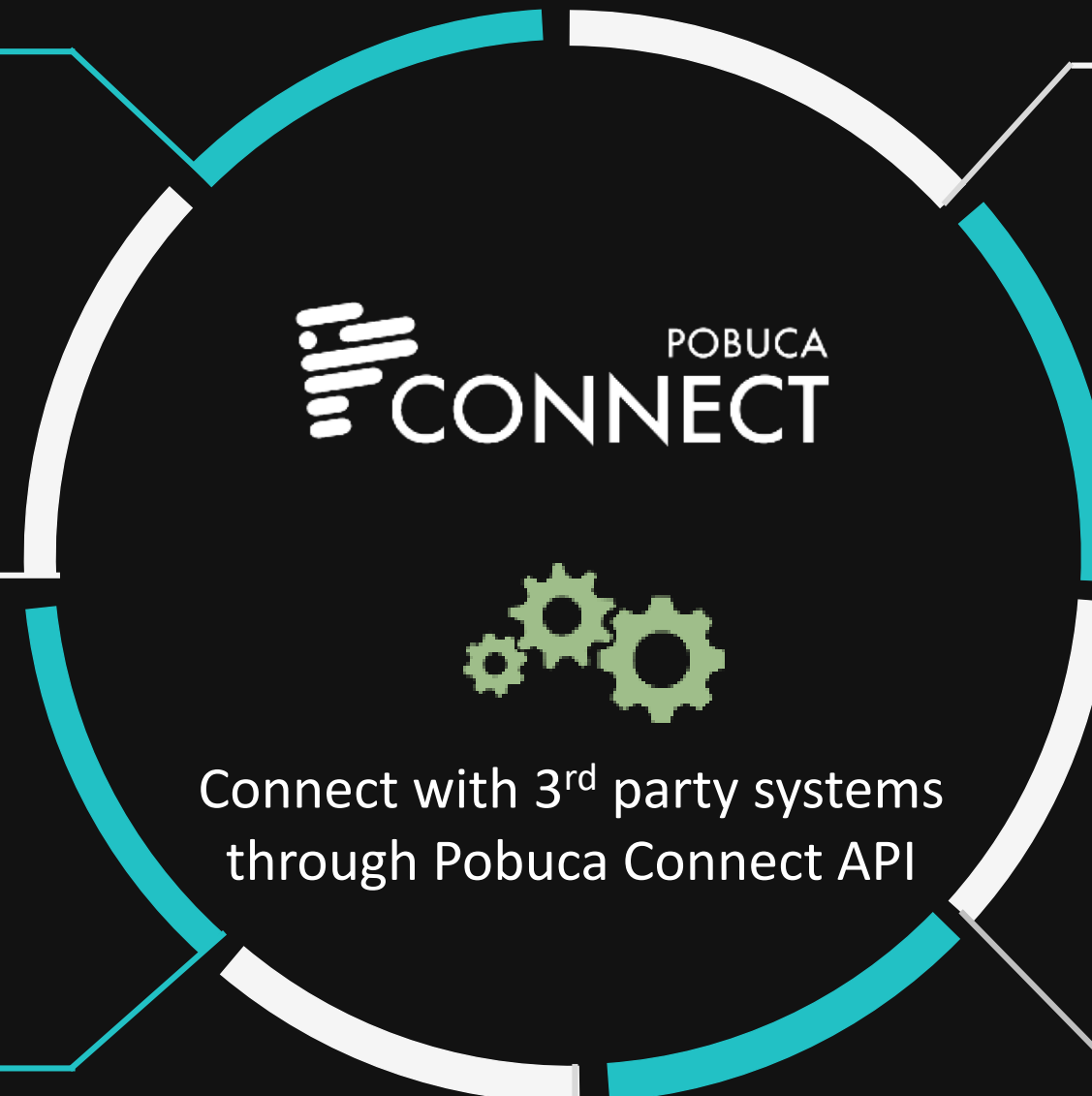
Cloud Middleware

Pobuca Connect offers integration with Microsoft flow & zapier.

SLACK

Slack teams can now share contacts through Pobuca Connect.

Integrate with your ERP or any existing LOB system

Share your contacts in Microsoft Teams and chat with Pobuca Bot

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Features and Pricing

Pro

Starting at
$2.00
per user / month

✓ Invite external users

✓ Team-Based Access

✓ Export contacts

✓ Tags and custom fields

✓ Merge duplicated contacts

✓ Self Service Support *

* For Premium Support +$2/user/month

Enterprise

Starting at
$8.00
per user / month

✓ All Pro features

✓ Access roles and permissions

✓ Connect 3rd party apps

✓ Microsoft AD integration

✓ Custom features

✓ Premium support

Relationships

Starting at
$15.00
per user / month

✓ Contact Management

✓ Lead & Contract Management

✓ Activity Tracking

✓ Bulk messaging

✓ Advanced search & filtering

✓ Dashboards

✓ Virtual Assistant

✓ Premium support

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Appendix

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Numbers speak strong

65%

Survey respondents: people working and using a computer in their work. **65% of them use mobile phone to make business phone calls.** 22% use entirely mobile phone (while 20% use entirely desk phone), and only 16% has no phone communication at all

63%

63% of respondents don't have (or don't know if they have) a shared company address book, and from those that do have, only 56% can access it easily from mobile.

62%

62% of our audience (people that communicate in their work, 78% of total respondents) feel that **they are losing more time than they should** looking for business contact details and **25% state that "they really need Pobuca Connect"**

40%

40% of our audience are interested in using Pobuca Connect (while 17% are not sure), and 37% would use it at least **once per day.**

27%

27% of our audience state clearly that they would sign up to Pobuca Connect and invite their co-workers to use it, while **another 31% could also do it.** Only 42% state they are not interested in the app or they wouldn't sign up.

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Greece - Market research

2,9M
2,9M users feel that "they lose more time than they should looking for contact info in work"

1.5M
The core functionality of Pobuca Connect Connect, which is "a central store of all company's connections easily accessed on any device" is a feature that like 1,5M users

1,6M
Almost 50% of all the potential users think Pobuca Connect Connect as an improvement over their current situation regarding contacts

1,9M
A total 1,9M users would use Pobuca Connect Connect **at many times per day**

2M
Almost 2M users are willing to pay by average €2,7/user/month over and above their tariffs, if Pobuca Connect Connect was offered by their Telco provider

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UK - Market research

18.7M

18.7M users feel that **"they lose more time than they should looking for contact info in work"**

For 4.8m users this happens **several times per day**

12.6M

The core functionality of Pobuca Connect, which is **"a central store of all company's connections easily accessed on any device"** is a feature that like 12.6m users

50%+

More than 50% of all the UK potential users **think Pobuca Connect as an improvement over their current situation** regarding contacts

3m users claim "I really need this software"

12.4M

A total 12.4M users would use Pobuca Connect **at least once per day,** while 9.3M of them **would use "many times per day"**

20M

20m users are willing to pay by average £2/user/month over and above their tariffs, if Pobuca Connect was offered by their Telco provider

An opportunity for almost **half a billion pounds in ARR**

Full survey results:
https://www.pollfish.com/dashboard/results/404966/758145088
Number of completed Surveys: 200 business workers in the UK (in any industry)
Reflects to a total audience of 32.3M users, while 27M of them communicate in work

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