

PRESS RELEASE

Trabado Management assists leading Telecom Company with CRM Marketing go live

Hamburg, November 2014

Successfully contributed to the first global cloud solution at a leading international telecom equipment vendor. The company initiated a marketing project to migrate from its current marketing tool to the Microsoft Dynamics Online environment. The objective was to have a wider marketing reach, greater marketing impact and implement various tracking and communication capabilities using a third party marketing automation solution "Click Dimensions" as a plugin to CRM 2013 Online. "It is our goal to continue to serve clients meeting their expectations and adding them as new customer references to our list of happy clients" states Miguel Martin Calle the CEO of Trabado AG. Additionally "We aim to advise our customers to better perform their business by improving their customer relationship excellence.

Trabado AG, established in 2001 in Hamburg, provides consulting services and reliable, mission-critical solutions to the finance industry. Trabado management's reputation in providing enterprise solutions, together with sophisticated business and technical consulting services, offers its clients maximum profitability and constant return on investment. Since one decade we have been advising banks and capital investment companies as well as specialized investment management software companies.

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Criteria of this press release

Wealth Management, Portfolio Management, Customer Relationship Management, Information Technology
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