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ysura Launches Mobile CRM for the Pharma Industry

1,000 sales representatives now use ysura's iPad-based product to manage their daily work

Munich (Germany) 02 October 2014. ysura announced today that their lead customer has rolled out the mobile CRM solution to almost 1,000 sales representatives and sales managers in Germany within six months after product launch. The rollout spreads to additional departments and product lines as new modules come online.

The ysura mobile CRM removes the complexity of traditional CRM products and provides sales reps with a clear and simple **360 degree view** of their contacts and organizations. Using sophisticated algorithms, the ysura mobile CRM can predict the next steps, thus simplifying training and optimizing mundane tasks.

“Our sales representatives have achieved a new level of **clarity, speed and efficiency** in their daily work using ysura's brilliant iPad application” explained the head of CRM at ysura's lead customer, one of the top five global pharmaceutical companies with a strong presence in Germany. “Competition in the pharmaceutical industry remains as fierce as ever, but ysura's mobile CRM provides us with the tools we need to remain at the forefront of this industry.”

ysura GmbH
Metzstrasse 14b
D-81667 München
T +49 89 66616210
F +49 89 66616211
info@ysura.com
ysura.com

Geschäftsführer:
Philip Debbas
Keith Gruen
Rolf Pollmeier

Amtsgericht:
München
HRB 201679
USt.-ID DE285972227

HypoVereinsbank München
Konto 15237085
BLZ 700 202 70
IBAN: DE76700202700015237085
BIC: HYVEDEMMXXX



“Our engineers have built the product in record time, thanks to state-of-the-art architecture optimized for mobile-enabled enterprise,” added **Philip Debbas**, co-founder and CEO of ysura. “Although it fits the needs of our lead customer well, the ysura mobile CRM is designed for a **wide range of pharmaceutical companies.**”



Philip Debbas, co-founder and CEO ysura

Unlike other CRM systems, ysura incorporates fundamental needs of the pharmaceutical industry right out of the box, including compliancy, sample management, hospital and supplier dynamics and a powerful permissions and restrictions matrix. By integrating with existing back office systems and databases, ysura is able to significantly reduce the number of apps that a sales representative needs to work with.

“ysura impresses every day with its keen **sense of design** and **user experience**,” praised the lead customer. “It’s not often that one comes across a CRM that is such a pleasure to use. It’s no surprise that our organizations in the rest of Europe are eager to switch to ysura.”

About ysura

ysura builds, sells and operates a mobile CRM for the pharmaceutical industry. The product can be used as the primary CRM or co-exist as a viewer alongside a traditional CRM. Though optimized for the Apple iPad, ysura runs on any standard browser. Professionally and securely hosted in Germany, ysura is sold as on a SaaS basis. ysura GmbH is a privately held company based in Munich, Germany. For more information, visit www.ysura.com.

Global Press Contact: Keith Gruen, keith.gruen@ysura.com +49 172 8976199