

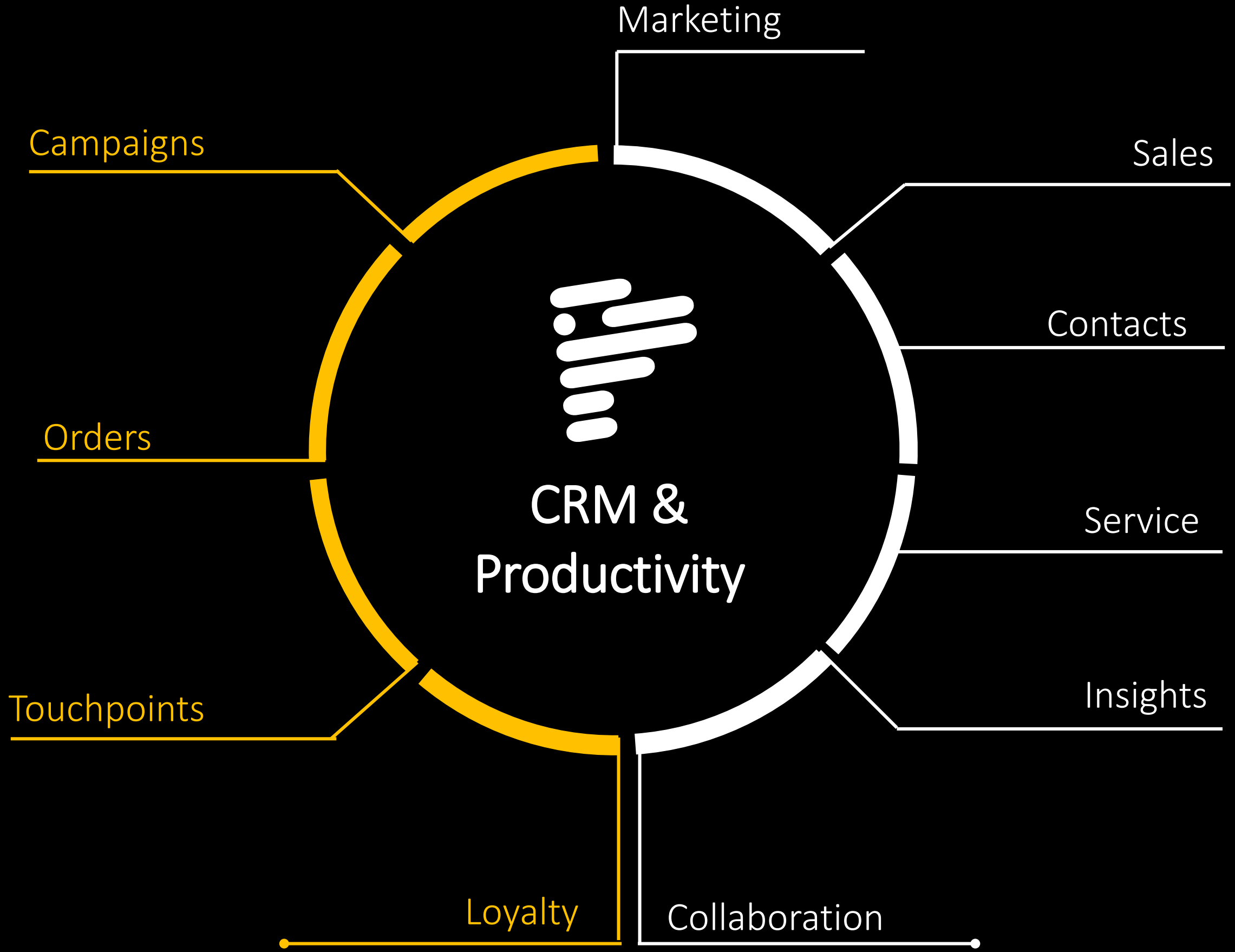


POBUCA

The Customer Experience company

Pobuca platform

Engage your customers



Empower your people

The Problem

- Multiple and non-connected contact lists
- Missing and not updated contact info



Real life

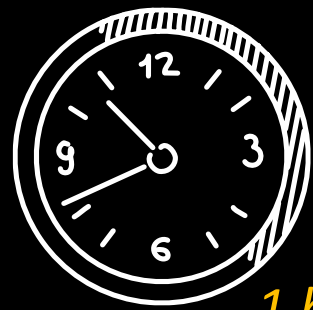
Mark has a meeting with Mary and her team



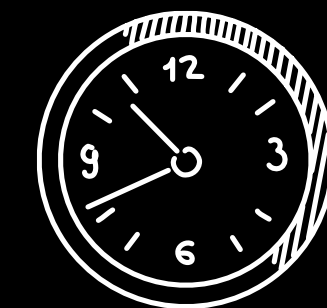
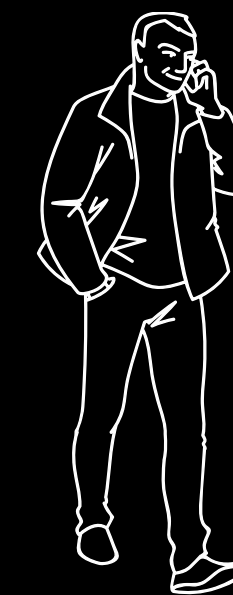
1. Mark stores Mary's details in his phone.

2. John searching for Mary's details in various sources.

He has no access to Mark's mobile phone contacts.



1 hour later he gets her contact info... but wastes another 2 hours to reach her (busy in meetings).



3. John misses a critical deadline and valuable time

What you are losing



Productivity

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



Easy access from any device

- Online access
- Only desktop version



Strong customer relationships

- Missing follow ups
- Not meeting deadlines



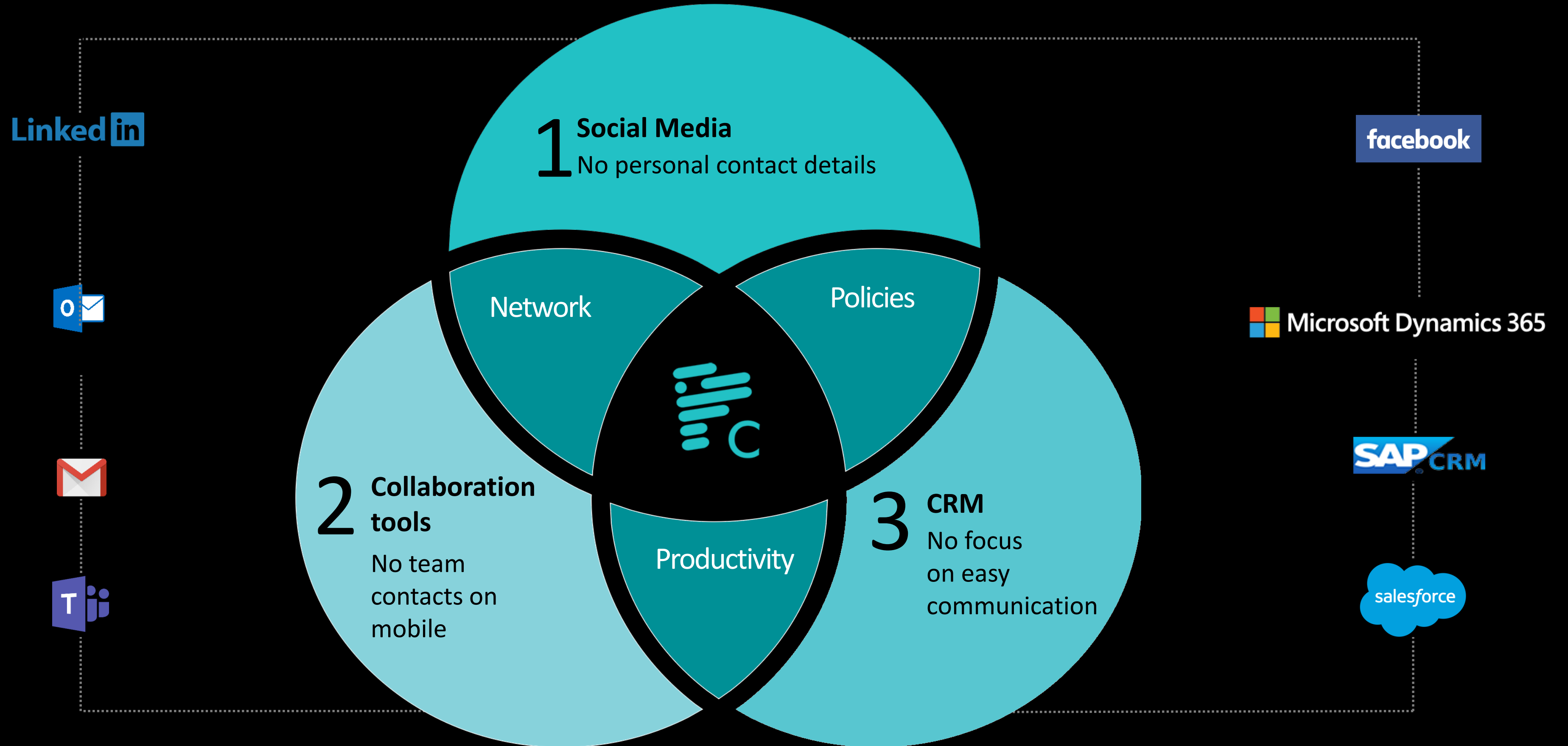
Revenue

The Solution

**Optimize the way businesses
store and communicate with
their contacts and boost
productivity**



Sweet spot

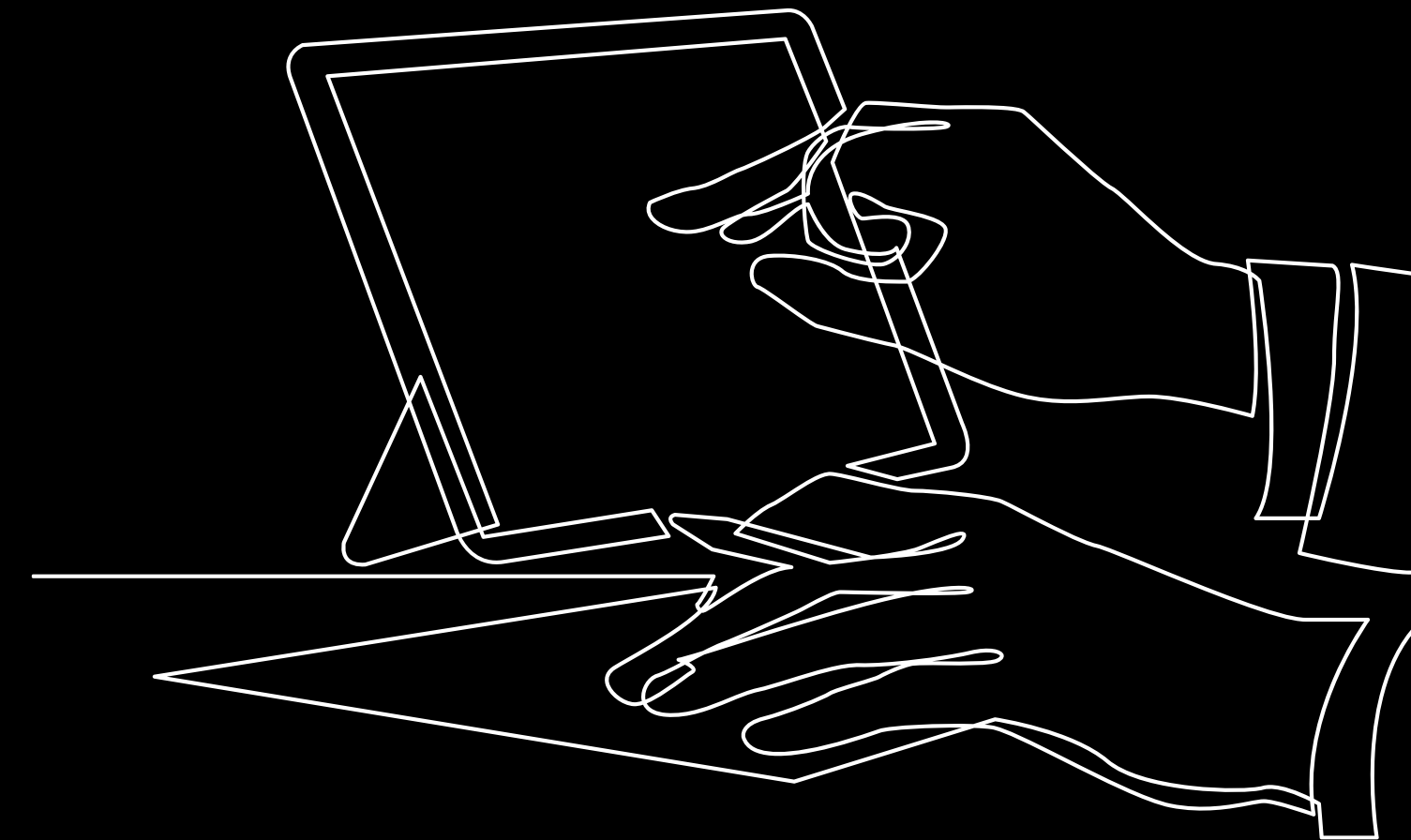
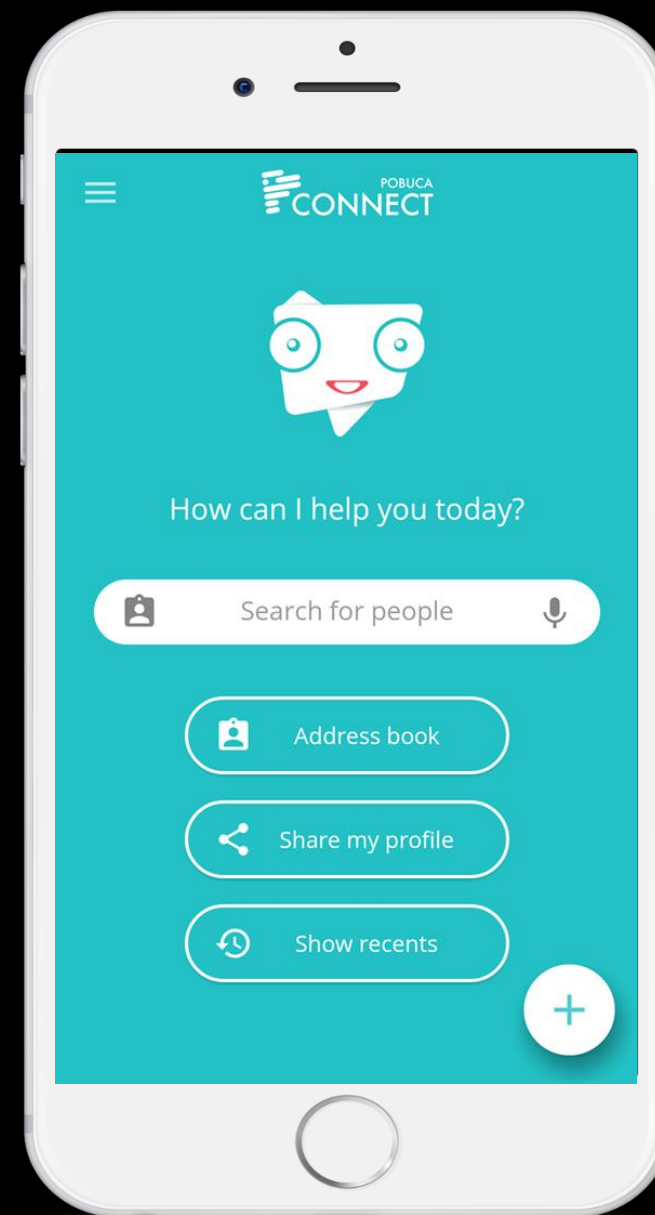


Contact Management

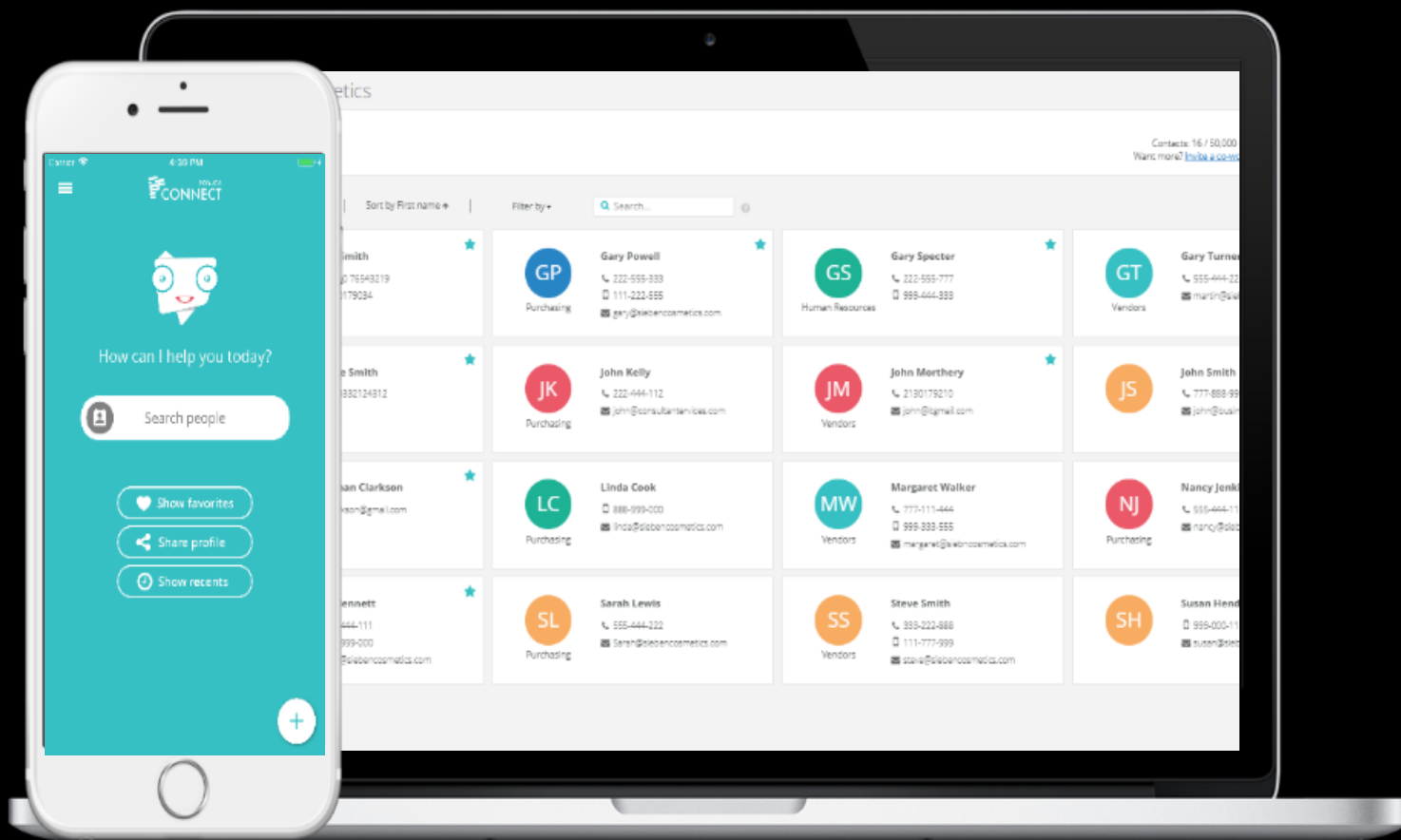
A cloud contact management app for teams-accessible from any device.

Main Features

- Desktop & mobile version
- Access from any device
- Mobile offline access
- Unified address book among co-workers
- Bot- the virtual assistant
- Smart search & filters
- Caller ID
- Control over User Permissions



Privacy & Security



Data Storing: Store your data in a **GDPR** compliant software



Data permission rights: Access your company data per user/ team



Data Ownership: Your company owns the stored data



Platform Security: Continuously audited and tested by internal and external experts

GDPR Compliant

Integrations



Active Directory & SAML 2.0

Azure AD & SAML 2.0 for user authentication (SSO)



Microsoft Dynamics 365

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



O365

O365, Outlook add-in



Connect with 3rd party systems through Pobuca API



Cloud Middleware

Microsoft flow & zapier



One Net PBX

One Net PBX and used as default address-book



G Suite

Google Contacts and Google Account for user authentication (SSO)



Bamboo HR and share you HR database with your team



Microsoft Teams. Find your contacts in it and chat with Pobuca Bot



Thank you!

Appendix

How companies store contacts now (1)

Business cards' holders

- Not shared
- No easy search & call
- No mobile access

Files with contacts (*Excel, Access*)

- Not secure (No GDPR)
- No or Complex mobile access
- No auto-synchronization

Personal address books in smartphones

- Not shared with co-workers
- Not possible to synchronize/update info for all users – each one updates own address-book individually

CRM

- Not company-wide (*high licenses' cost*)
- Complex - not designed for contacts' sharing/accessing or mobile access

How companies store contacts now (2)

Active Directory / Skype for Business or MS Teams/ Jabber

- Only co-workers
- No clients/partners or other external contacts
- No sharing device address books

Cisco Call Manager

- Not for mobiles
- End-users cannot add contacts

Exchange Server / Outlook

- For public folder: no mobile access
- For a shared central account:

Not secure, nor easy (*need to change password each time a user leaves company*)

SharePoint

- Not for mobiles
- No organization structure

	CONTACTS SOLUTION	CONTACTSPPLUS	CONTACTZILLA	HAYSTACK	SANSAN	CIRASYNC	EVERCONTACT	OUTLOOK CONTACTS
MOBILE APP	✓	✓	—	✓	✓	✓	—	—
SHARED DATABASE	✓	✓	✓	—	✓	✓	✓	✓**
SEND MASS EMAILS	✓	—	—	—	✓	—	—	—
TASKS & REMINDERS	✓	—	—	—	✓	✓	—	✓
CREATE TEAMS AND ASSIGN CONTACTS	✓	✓	✓	✓*	—	✓	—	✓
CUSTOM FIELDS	✓	✓	✓	—	✓	—	—	—
CREATE CONTACTS FROM EMAIL SIGNATURES	✓	—	—	—	—	—	✓	✓
BUSINESS CARD SCANNER	✓	✓	—	✓	✓	—	—	—

*Partially

**Only for internal business contacts

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 Contacts solution"**

40%

40% of our audience are interested in using Contacts solution (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 Contacts solution 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.

Full survey results: <https://www.pollfish.com/dashboard/results/6052/-924835342>

Number of completed Surveys: 274 targeted business users 48 Countries, Age Range: 18 – 54, Gender: Male, Female , Platforms: Android, iOS, web

Features and Pricing

\$2.00

per user / month

Pro

- ✓ Invite external users
- ✓ Team-Based Access
- ✓ Export contacts
- ✓ Tags and custom fields
- ✓ Merge duplicated contacts
- ✓ Self Service Support *

* For Premium Support +\$2/user/month

\$8.00

per user / month

Enterprise

- ✓ All Pro features
- ✓ Access roles and permissions
- ✓ Connect 3rd party apps
- ✓ Microsoft AD integration
- ✓ Custom features
- ✓ Premium support