



[EasyOne at ETRE: a short overview](#)

Present CRM companies have been ineffective at penetrating the small business market segments because of the lack of efficient channels and inability to tailor pre-packaged solutions to vertical segments. This explains why there is no substantial market leader in the small business segment.

The EasyOne **CRM Plus** product line is uniquely optimized for the small business market because:

- It can deliver critical CRM information integrated with critical back office and business intelligence capabilities using our unique, **easy to use GUI with only 4 screens** and intuitively navigate and aggregate all data !
- It can be efficiently tailored for multiple vertical market segments **without any source code modification** using EasyOne's proprietary workflow engine and GUI dynamic design tool
- It has been designed to facilitate integration with other small business applications

Several strategic inflection points have emerged that provide the opportunity for achieving rapid revenue scalability:

- The emergence of ubiquitous and affordable high speed Net connections
- The acceptance the Net security mechanisms to support confidential information
- The success of SaaS solutions for small business applications by multiple vendors
- The recognition of the importance of real-time customer related information from multiple sources as a critical element in developing and closing sales

EasyOne has built a high growth and profitable business, targeted at small business, in the Italian market. We have spent the last years learning from our small business customers and substantial marketing partners. We have now evolved our product line and are ready to deliver a **Web 2.0 based CRM Plus solution** on a worldwide basis. The products are uniquely suited for delivery in a **SaaS model and in mobile applications**. We are in the process of deploying this solution internationally with IBM as a partner.

EasyOne's business plan is to **partner** with best-in-class vendors who deliver complementary products or services to small businesses. We can deliver tailored solutions that increase the revenue they can achieve with their customers. We are attending ETRE with the goal of initiating partnership dialog with potential partners. We encourage you to attend our [ETRE presentation on Monday, Oct. 9, from 15:45 to 15:57](#). We are also available for private business discussions.

Finally the explosive small business market can be reached efficiently using EasyOne's Web 2.0 **CRM Plus** solutions. If you are selling services or software into this market, and are looking to increase your revenue per customer, please contact us at ETRE.

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