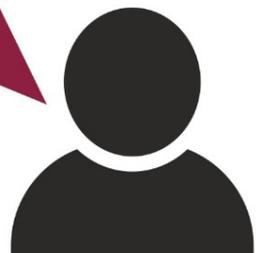


*proMX Partner  
Conference 2015:  
New Perspectives and  
the Results Achieved.*



**proMX**  
Mehr-Erfolg-Software

proMX GmbH  
Nordring 100  
90409 Nuremberg  
E-Mail: [sales@proMX.net](mailto:sales@proMX.net)

## *proMX Partner Conference 2015: New Perspectives and the Results Achieved.*

*The first proMX Partner Conference took place from June 10-13 in Nuremberg. The conference allowed the attendees to discuss all achievements and future plans and proved to be quite a fruitful event overall.*

*Nuremberg – June 15, 2015*

Numerous partners from countries across the world took part in the proMX Partner Conference organized by Nuremberg Software Company.

"We gave lengthy consideration to the format of the event we should choose," said Peter Linke, CEO of proMX GmbH. "All our partners received an invitation, and almost all of them managed to come to Nuremberg. Due to the large number of attendees, we decided to carry out the partner meeting in a conference format."

Representatives of such companies as Axentit Business Consulting S.A. de C.V. (Mexico), Bizdirect (Portugal), Company Net Ltd (UK), OnDemand4U GmbH (Germany) and Trivadis AG (Switzerland) were among the conference participants. Moreover, Guus Krabbenborg, Co-owner of Quattro Business Solutions B.V. (Netherlands), Adil Boushib, Microsoft Partner Technology Advisor (Germany), and Software Sales Coach Thorsten Bahr (Germany) attended the conference as special guests.

The conference opened with the first keynote speaker, Özgür Arin, Product Manager of proMX GmbH. His report focused on the best ways of representing products to the customer as well as the new

proRM Business Solutions release and migration of the solution from Silverlight to HTML 5.

The second day of the conference was dedicated to reports of proMX marketing and sales specialists.

Yevgeniya Pisotska, Marketing Manager, spoke about marketing approaches the team uses for company and product promotion by means of proMX's own websites and social networks.

Next to speak was the Report of Sales Manager International Marina Nastenka. In her speech, she focused not only on sales strategies and tools, but also on implementation of the new universal pricing system, which is meant to allow customers to select the most suitable form of product licensing for them.

Finally, Mrs. Nastenka emphasized the benefits of partnership with proMX GmbH and explained the plans for future cooperation with partners.

Peter Linke, CEO of proMX GmbH, was the third speaker of the day. His report focused on the success of proMX GmbH in the German market. Additionally, Mr. Linke underscored the growing popularity of Cloud Technologies and the Repeatable Business concept, both of which are supported by proMX and Microsoft.

The speeches of Guus Krabbenborg and Thorsten Bahr rounded out the conference program. The former developed the topic of Repeatable Business further; Mr. Bahr drew attention to the proper selection and recruitment of sales departments' personnel.

"We will certainly repeat the experience of this conference," said Peter Linke during his concluding speech. "It is obvious that we greatly depend on our partners."

We want to thank all of our partners and guests for attending and are looking forward to future meetings.

## *About proMX GmbH*

proMX GmbH was established as a system integration and software development company in 2000 by well-versed IT experts Peter Linke, Georg Schmidt and Thomas Dorn. From the get-go the company pursued an integral solution strategy for the implementation of projects with mid-sized business clients. In doing so, proMX always places value on an integrative approach when envisioning the client's project. The tailor-made solutions are created around the client's infrastructure and individual requirements ([www.proMX.net](http://www.proMX.net)).

Since 2015 proMX GmbH is a part of IT Competence Group SE, which is providing customer service and consulting services with their effective implementation and immersion in the IT environment.

The foundation of our success lies within the long-term operational experience and networked knowledge of our in-house and external experts. The company is one of the leading Microsoft Gold Partners in Germany and holds numerous awards. proMX GmbH is a founding member of the CRM Vision Group, a cooperation of eight well-known Microsoft Dynamics Partners.

## **Company Contact**

proMX GmbH  
Yevgeniya Pisotska  
Marketing Manager  
Nordring 100  
90409 Nuremberg  
E-Mail: [Yevgeniya.Pisotska@promx.net](mailto:Yevgeniya.Pisotska@promx.net)  
Phone: +49 (911) 239804-0  
Fax: +49 (911) 239804-20  
Web: [proMX.net](http://proMX.net)