

**ASX ANNOUNCEMENT**

13 December 2016

## **Norwood Integrates Corona Cloud and World Apps into the Salesforce.com platform**

**Highlights:**

- Norwood successfully demonstrates fully automated logging of all client-facing phone call records and SMS messaging traffic into Salesforce.com-hosted CRM systems, using OTT voice and messaging services over the **World Phone**, **World Message** and **Corona Cloud** platforms
- Norwood's new '**OTT-CRM integration**' feature **extends** Norwood's recently announced '**OTT-Mobile Convergence**' capability, and features newly completed integration into the widely adopted Salesforce.com 'Force.com API' platform
- It delivers seamless and automatic logging of 100% of client-facing OTT voice metadata and OTT SMS messaging content and metadata into an organisation's CRM system – eventually extensible to call recording
- Broadly market-applicable to all corporate sales teams, worldwide, who are using Salesforce.com as their CRM platform and extensible to other API-enabled CRM systems over time
- Enrolled sales personnel using **World Phone** and **World Message** benefit from now a hassle-free, automated way to log all client-facing calls and text messages into their CRM account
- Norwood believes there is no other practical method on the market to automate such logging of client-facing mobile call and SMS message meta-data into any Enterprise CRM, due to the inherent barriers to sourcing this information either from the mobile handsets or the carrier networks
- The breakthrough technology that enables this 'world's first' is Norwood's **Corona Cloud Archival Engine (CCAЕ)**, its cloud-based OTT archival and logging platform, under development since July 2016
- '**OTT-CRM integration**' is the Company's second industrial application for **CCAЕ**, following on from the **Regulatory Compliance** application announced at the Company's 2016 AGM

"Sharing Economy" telecommunications pioneer **Norwood Systems Ltd** ("Norwood" or "the Company") (ASX: NOR) is very pleased to announce that it has demonstrated what it believes to be the world's first fully automatic mobile call and message meta-data logging capability for Salesforce.com, one of the world's most popular Customer Relationship Management (CRM) platforms.

Norwood's **CCAЕ** solution supports bi-directional, real-time and automatic CRM logging of phone call record and SMS meta-data plus SMS content for calls and texts between an enterprise's sales team and external parties registered in their CRM system.

Keeping track of the communications between the enterprise's sales organisation and its clients has up to now largely required a manual intervention by sales personnel to faithfully record and log all client-facing communications. As a result of this, records of key calls or texts can go unlogged, limiting the usefulness of the organisation's CRM platform.

Norwood's **CCAЕ** solution will match all calls and messages made to and from customers (using Norwood's OTT Apps, **World Phone** and **World Message**) in real-time to existing CRM records and log them in the appropriate

client account record within the CRM system. Zero end-user effort is required for this, with all logging functions taking place in the cloud, automatically in the background, without impeding sales personnel's workflow.

Norwood Systems' CEO and Founder, Paul Ostergaard, commented:

*"This is yet another breakthrough for Norwood. We have enhanced our award-winning technologies and platforms to drive business value in another mission-critical enterprise application, namely for integration into customer relationship management (CRM) systems.*

*"We are witnessing the real-time creation of a number of tremendously useful industrial applications using our unique platforms. Recently, we announced a unique solution for regulatory compliance in the financial, legal and healthcare sectors; and now we are delighted to announce an equally singular solution to help organisations dramatically improve the efficacy of logging sales and marketing interactions with their client base into their CRM system.*

*"Until now, it has not been possible to record, faithfully and automatically, all client-facing inbound and outbound mobile phone or SMS message meta-data, as those records are generated. This is a massive hole in virtually all of today's major CRM systems.*

*"OTT call and message metadata arising from using Norwood's Apps can easily and reliably be archived into any CRM system that supports an appropriate API, using our new **CCAE** platform. This sets the scene for major operational improvements in how CRM systems are utilised to track customer interactions, for example, the frequency of sales personnel phone text message interactions with key accounts.*

*"Only Norwood has the singular operational OTT focus, ably assisted by its increasingly powerful OTT technology portfolio, to deliver this capability. We are in an arguably unassailable position to capitalise on the significant market opportunity unlocked by this radical solution and the operational improvement to CRM systems that it will deliver."*

<ENDS>

<b>Company:</b> <b>Paul Ostergaard</b> , CEO & Founder <b>Office:</b> +61 8 9200 3500 <b>Web:</b> www.norwoodsystems.com <b>Twitter:</b> @norwoodsystems, @paulostergaard	<b>Investor Relations:</b> <b>Shane Murphy</b> , FTI Consulting <b>Office:</b> +61 8 9485 8888 <b>email:</b> shane.murphy@fticonsulting.com <b>Mobile:</b> +61 420 945 291 <b>Twitter:</b> @ShaneWMurphy	<b>Media:</b> <b>David Tasker</b> , Professional Public Relations <b>Mobile:</b> +61 433 112 936 <b>email:</b> david.tasker@ppr.com.au
--	---	---

## Background

Individual travellers, businesses and governments globally are incurring significant international call roaming charges. Informa Telecom estimates that mobile operators today bill more than US\$55 billion annually in roaming charges\* (source: *Juniper Research report on the Mobile Roaming Market, 2014*).

Norwood Systems' patented cloud service platforms and Apps integrate the international fixed phone network with short-haul Voice over Internet Protocol (VoIP) technologies to provide high quality, well priced calling abroad or at home.

Customers in over 5000 cities and 200 countries are using Norwood's services today. The Company has built up a significant pipeline of prospects, including global players in the areas of aviation, professional services, banking, telecommunications, engineering and legal services.

### About Norwood Systems

Norwood Systems Ltd (ASX: **NOR**) is revolutionising the 'Shared Economy' delivery of high-quality telecommunications services for individual business travellers and organisations globally. The Company listed on the ASX on 16 June 2015.

Norwood Systems was founded in 2011 to develop and supply the best possible global voice, data and messaging solutions using Over-The-Top (OTT) technologies. The Company's breakthrough offerings, **Corona** and **World Phone™**, deliver the world's most advanced international and roaming calling solutions addressing a broad spectrum of customers - from individuals and business travellers, to enterprises and government clients.

**Corona** is an award-winning, enterprise-class services platform that integrates compatible mobile devices securely and seamlessly with the organisation's existing Unified Communication or PBX networks, independent of their location. It also offers a frictionless Corona Cloud option.

**World Phone** is an award-winning, revolutionary communications App, delivering 'Shared economy' consumer access to leading fixed-line network service providers around the world, providing unparalleled local access to high-quality voice networks in more than 90 countries. The App is available for Android and iOS.



**World Phone**