**JustRelate**

# JustRelate: Your Partner for Digitalization

We have been helping B2B companies and the public sector with their digital transformation for over 30 years, offering CRM and CMS solutions as well as customized digital experience platforms. JustRelate clients benefit from our state-of-the-art, integrated software suite, which we use to reinvent their digital customer relationships.

## Our services

- Strategy & concept
- UX & design
- Software development
- Training
- Operation
- Support
- Optimization

Our solutions have won many awards. In 2020, Amazon awarded us the AWS Public Sector Badge for our exceptional achievements in the digital transformation of government, education and non-profit organizations.

## Reinvent B2B Digital Relations

## Strategy & concept

Digital transformation presents different opportunities and unique challenges for every organization. That is why we work with you to develop customized solutions based on your corporate strategy, your target group and the market environment. The most important questions here are: how can you achieve stronger customer loyalty, reduce your costs, increase turnover and minimize business risks through digitalization? With over 30 years of experience and in-depth industry expertise, we help you to exploit the maximum potential of digitalization.

## UX & design

Because the customer should always be the focus of your company's digitalization, a first-class user experience (UX) is one of the most important success factors of the project. Our UX specialists and designers develop applications, using state-of-the-art tools and methods, that are intuitively usable and will delight your customers - on all end devices such as desktop computers, laptops, smartphones and tablets. To achieve this, we take on all of the steps such as creating the first prototypes, carrying out usability tests with users and designing your websites and apps.

## Software development & customization

JustRelate develops your websites and apps with proven solutions and the latest tools. We base the digital experience platforms we develop on our own technology. With Scrivito CMS, we developed a complete enterprise solution for next-generation websites and web apps that is highly customizable and meets the highest security requirements. PisaSales CRM is our highly flexible standard solution for optimal customer relationship management. Both solutions can be fully integrated into your existing systems and tailored exactly to the needs of your business.

## Training

Our solutions are also intuitive to use for your employees. We impart in-depth knowledge in training courses and, for example, show users how to efficiently edit the content of the platform. Either our experts come to you, you attend training with us in Berlin or Wrocław, or the training courses take place online. Your employees will get a comprehensive overview of the platforms' possibilities through a mixture of theoretical knowledge and practical exercises. Online e-learning rounds off our range of training courses.
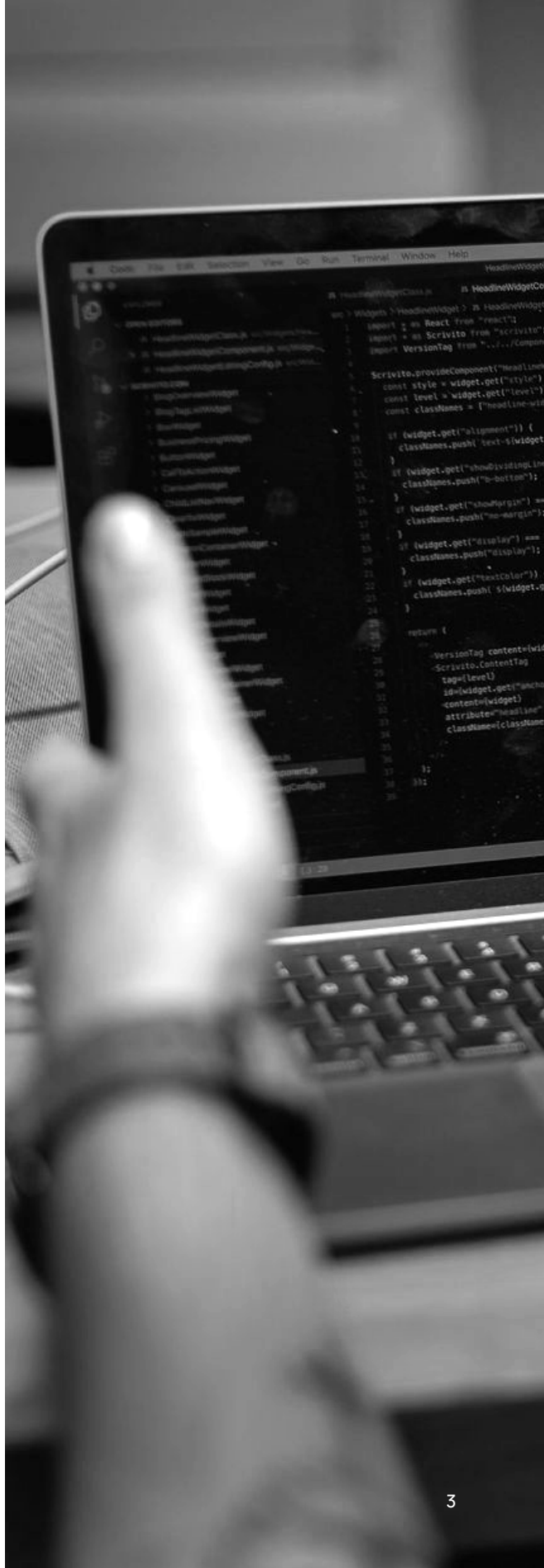
## Support

Our expert support is available by email and telephone for any questions you may have. Your own personal contact will answer all your questions and will process your inquiries as quickly as possible.

## Optimization

A digitalization project does not simply come to an end. Your customers' wishes and requirements are constantly evolving and there are new opportunities to improve customer experience using innovative technologies. JustRelate helps you optimize, scale and expand your applications and platforms and continues providing support on this journey for years.
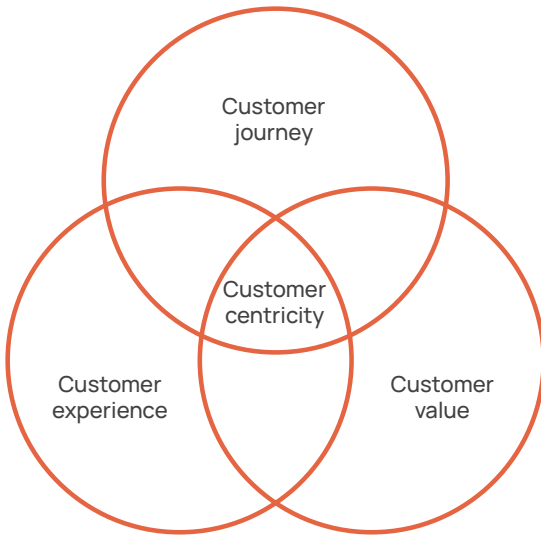
# The JustRelate method



Over the decades, we have developed tried and trusted working methods to offer our customers perfect solutions quickly and cost-effectively.

## One-stop service

With JustRelate, you access all services like consulting, design, development and support from a single source. More than 145 highly qualified employees help you with every step of the digitalization process. As developers of our own content management and customer relationship management software, we can offer you tailor-made solutions and make any required adaptation. Through APIs and microservices, we can integrate any software from third parties to ensure the seamless flow of information. We work internationally and also develop platforms in different language and country versions.
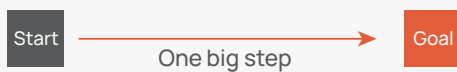
## Customer centricity

One of the most important goals of the solutions we develop is to offer your customers a perfect customer experience and to facilitate positive moments in their interaction with you. Through customer centricity you turn customers into repeat customers and increase the customer lifetime value (CLV). As a result of our many years' experience, we know what makes customers happy and how your digital services leave a lasting impression.
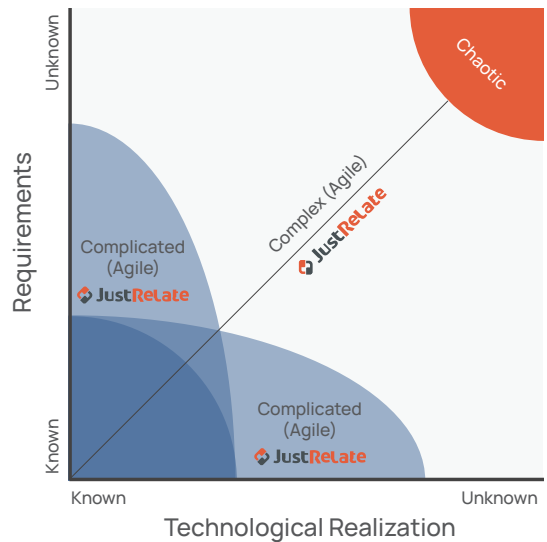
## Agile project management

We develop our solutions in an agile way. We work flexibly, are always aware of quality, and deliver fast results with low risk. In contrast with the traditional waterfall method where all steps and the desired results are precisely defined at the beginning of the project, agile working offers more flexibility and allows us to better respond to your wishes and needs. In this way, we make



### Waterfall method

Start — One big step → Goal

### JustRelate

Start — Small steps → Goal

rapid, step-by-step progress and can create the first usable version of your applications quickly. Through continuous deployment, your platforms are constantly updated, and new functions can be added regularly.

## Cloud technology

JustRelate uses the enormous advantages of the cloud for all applications. You do not need your own IT infrastructure or personnel to operate the applications. There is no requirement for initial investment in software or hardware. Your websites and apps are always available, highly scalable and secure on our cloud infrastructure, based on Amazon Web Services (AWS).

**Technologies (selection):**

**Integrations (selection):**

## Headless architecture

Portals developed by JustRelate have a future-proof, headless architecture. All functionalities are available via APIs. Because of this, we can develop a content hub for all your channels so you can offer your customers a true omnichannel experience. Third-party systems can also be integrated via the APIs, so that your existing IT landscape and software can be easily connected. Our Jamstack approach (JavaScript, APIs and HTML markup) guarantees high-performance solutions.

## Business knowledge

We are not just a software vendor and service provider, but also have a deep understanding of marketing, sales and service in medium-sized and large companies. We have gained extensive industry expertise in over 30 years of experience with digitalization projects in areas such as the public sector, industry, logistics, finance and research. That's why we know the specifics, challenges and opportunities of the individual industries and business models inside out.

# Our customers

## Our customer sectors

- Industry and manufacturing
- Real estate and construction
- Healthcare
- Retail trade
- Public authorities, ministries, public bodies
- Universities and research institutions
- Utilities
- Banks and insurance companies
- Transport and logistics companies
- Tourism
- and more

More than 250 renowned B2B companies and organizations from the public sector currently profit from the JustRelate method, which we use to future-proof their digital business. We specialize in medium-sized and large companies with complex customer relationships that require appropriately flexible and customized solutions.

Digital experience platform

Conventional CMS

Website builder

Landing page builder

Flexibility and adaptability

## Customers (selection)

- Viessmann
- Siemens
- ADAC
- Vattenfall
- Züblin
- LMU Klinikum
- VDM Metals
- Sanacorp
- Mennekes
- Beuth Verlag
- Hannover Re
- Big Dutchman
- Flughafen München
- Max-Planck-Gesellschaft
- Goethe-Universität Frankfurt
- Banque centrale du Luxembourg
- Deutsches Zentrum für Luft- und Raumfahrt
- Bundesanstalt für Immobilienaufgaben

## Management

**Bernd Völcker**
Managing Partner / CEO

Bernd Völcker brings 35 years' experience in the software sector to the management and growth of the JustRelate Group. He is a member of several management boards, and focuses on strategy development and implementation, marketing in B2B markets, software technology, and company acquisition and integration. Having worked in the software sector and with digitalization service providers for many years, he has built up a wide network of connections. He is a regular keynote speaker on digitalization topics.

**Nico Schulte**
Geschäftsführer / CFO

Nico Schulte is responsible for the Finance Division in the JustRelate Group. He utilizes his experience in investment banking and private equity companies to drive the Group's growth strategy as a provider of digital experience platforms. His expertise in scaling technology companies helps to optimize the value creation and the processes of the Group's companies. He is also responsible for the areas of procurement and human resources.

---

**250+**
Customers
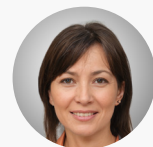
**Used in 50+**
Countries

**145+**
Employees

**30+**
Years of Innovation

### The JustRelate Advantage

- More than 145 highly qualified experts
- Deep understanding of marketing, sales and service
- Pioneers of the internet and web
- 250+ active enterprise customers
- 100k+ active users
- State-of-the-art technology
- Innovative full-service stack
- Agile project realization
- Based in the heart of Europe, used worldwide
- 30+ years of experience

---

## Contact

**Martina Eiden**
Business Development
+49 30 747 993 8
martina.eiden@justrelate.com

---

JustRelate Group GmbH, Kitzingstraße 15, 12277 Berlin, Germany
+49 30 747 993 0
info@justrelate.com