

## Press Release

### **Tornado Business Center™ from Intergral:**

#### Intergral announces Channel Information Portal

**Böblingen, November 15, 2004.** The Intergral GmbH announced today the availability of its new information portal for sales and marketing communication. The new solution is based on Intergral's flagship product *Tornado Business Center™* and integrates customer feedback and requirements as well as Intergral's many years of experience with webbased communication solutions for marketing and sales.

Core element of the new solution are pre-configured views, which allow sales employees to quickly retrieve relevant information (such as competitive information, market segments and product data) within the respective business context. In addition, email notifications inform the employees about newly published content. Sophisticated personalization features combined with flexible access rights ensure that relevant information is available for the sales staff at the right time.

These features enable sales employees to respond to customer enquiries quickly and efficiently, to handle new sales projects more effectively and to improve their product knowledge. Thus companies can increase their revenues and, at the same time, enhance the loyalty and satisfaction of their customers.

*Tornado Business Center™* is the ideal solution for sales organizations that operate in a dynamic environment and that would like to increase their revenues by intelligently administering their marketing and sales information. By employing innovative technologies the new *Tornado Business Center™* solution for channel communications can be implemented within the shortest amount of time. If the organizational structures or sales requirements change, *Tornado Business Center™* can be adapted to the new structures quickly and smoothly.

## **About Intergral**

Intergral GmbH is a leading software and solution provider for the information and knowledge management market.

Intergral develops solutions that enable businesses to rapidly integrate, organize and deliver information in an intelligent way for employees, partners and customers. Innovative technologies in use at Intergral warrant rapid development of products and solutions as well as quick and trouble-free customization.

Intergral's customers include Hewlett-Packard, Philips Medical Systems, Agilent Technologies, Solectron Corporation and KPMG GmbH.

## **Further Information**

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