

Aarhus Automotive IT Company Behind Internationally Successful CRM Software EASI'R Managed to Receive as one of Only Few Danish Companies ISO 27001:2013 Certification

- **Aarhus company belongs to the first few Danish companies having passed the strict audit for certification of its Security Management System with ISO 27001:2013**
- **Certification to comply to data security requirements of international automotive industry customers from EASI'R**

Aarhus, 06. May 2016 – The tech-team of EASI'R, an internationally successful automotive Customer Relationship Management Software from Aarhus, is proud of the latest certification that the company behind the product received: The Loyalty Factory ApS, having launched a complete new version of EASI'R in February, managed to get the international ISO 27001:2013 certification. Loyalty Factory ApS now belongs to a small group of companies in Denmark that have managed to pass the strict regulations and test procedures of ISO 27001:2013. ISO 27001:2013 confirms that the company fulfills strict specifications for their security of information management systems. These specifications refer to a framework of policies and procedures that includes all legal, physical and technical controls involved in the organization's information risk management processes. The official authority that certified the Aarhus company is DAS (Direct Assessment Services).

Loyalty Factory ApS has its development hub in Aarhus and a subsidiary in Chemnitz, Germany. With their software EASI'R, the company provides an innovative Customer Relationship Management Software (CRM) for the Automotive industry that has recently aroused great international media attention when the company launched the complete new version of EASI'R software in February 2016, working with an intelligent algorithm that can predict car sales. With its predecessor CRM solution, EASI'R has already helped 2,600 automotive dealers and 16,000 users across Europe for 10 years to increase sales and is trusted by leading OEMs like Audi, BMW, and VW. With the newest software version having been launched in February, the company is setting out to realize international expansion plans, with a special focus on the German, US and UK market. In 2015, EASI'R had a 197 % growth rate. The first company to use the new, Artificial Intelligence CRM generation from EASI'R is eBay's car sales tool BILINFO – used by car salesmen to manage and improve sales – starting with 1,400 dealerships.

Jesper Munkholm, Chief Information Officer at EASI'R, says about the ISO certification: "We are very proud that we managed to get ISO 27001:2013 for EASI'R. We are a company working with "Big Data" in order to help car manufacturers and importers to get a better understanding of their customers and to improve customer satisfaction by providing the right service at the right time. For our customers, data security is a topic of highest priority and we wanted to get the ISO certification in order to secure data protection the best way possible and according to international norms."

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About EASI'R

EASI'R was founded in 2002 as a German GmbH by three founders and one partner. In 2010, a subsidiary in Denmark was set up, which became the EASI'R development hub, located in Denmark's second largest city Aarhus, a second office is located in Chemnitz, Germany. The award-winning first generation of the EASI'R CRM technology was launched in 2006. A second generation followed in 2010; and in 2015 a total relaunch was set up with the new algorithm centred CRM solution. With its predecessor version, EASI'R is helping over 2,600 automotive dealers and 16,000 users across Europe to accelerate relations-building, sell smarter, and automatically scale their business with enterprise-level customer relationship management systems. More about EASI'R at www.easir.com.

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