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29th Annual Roth Conference

March 13, 2017

Safe Harbor Statement

This presentation includes “forward-looking statements,”, which are subject to substantial risks, uncertainties and assumptions, subject to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Accordingly, you should not place undue reliance on these forward-looking statements. Forward-looking statements include any statement that does not directly relate to any historical or current fact and often include words such as "believe," "expect," "anticipate," "intend," "plan," "estimate," "seek," "will," "may" or similar expressions. Actual results may differ materially from those indicated by such forward-looking statements as a result of various important factors, including: our financial performance and our ability to achieve, sustain or increase profitability or predict financial results; our ability to attract and retain customers; our ability to deliver high-quality customer service; lack of demand growth for Enterprise Work Management applications; our ability to effectively manage our growth; our ability to consummate and integrate acquisitions and mergers; maintaining our senior management and key personnel; our ability to maintain and expand our direct sales organization; the performance of our resellers; our ability to adapt to changing market conditions and competition; our ability to successfully enter new markets and manage our international expansion; fluctuations in currency exchange rates; the operation and reliability of our third-party data centers and other service providers; and factors that could affect our business and financial results identified in Upland's filings with the Securities and Exchange Commission (the "SEC"), including Upland's most recent 10-K, filed with the SEC on March 30, 2016, and our recent Quarterly Report on Form 10-Q filed with the SEC on November 14, 2016. Additional information will also be set forth in Upland's future quarterly reports on Form 10-Q, annual reports on Form 10-K and other filings that Upland makes with the SEC. The forward-looking statements herein represent Upland’s views as of the date of this press release and these views could change. However, while Upland may elect to update these forward-looking statements at some point in the future, Upland specifically disclaims any obligation to do so. These forward-looking statements should not be relied upon as representing the views of Upland as of any date subsequent to the date of this press release.

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$85MM Enterprise Cloud Software Platform[1]

+ Acquire cloud software applications and restructure them for improved profitability and sustainable growth
+ Award-winning cloud software for Project & IT Management, Workflow Automation, and Digital Engagement
+ Business model built on 100% Customer Success, long-term customer relationships, and an efficient and scalable standardized operating platform
+ Recurring/predictable revenue with high renewal rates and diversified client base
+ Large growth opportunity through accretive/strategic acquisitions, installed base expansion and cross-sell, and efficient new logo acquisition

87%	70%	90+%	17%	26%
Recurring Revenue[2]	Non-GAAP Gross Margin[3]	Annual Net Dollar Retention Rate[4]	Growth Recurring Revenue[5]	Adjusted EBITDA[6]

Source: Company information and management

(1) Based on the annualized mid-point of our total revenue guidance for the quarter ending December 31, 2016 plus annualized total revenue from our most recent acquisition (Omtool) excluding the impact on revenues from the deferred revenue discount as a result of GAAP purchase accounting.
(2) Based on the revenue guidance mid points for the quarter ending March 31, 2017 as disclosed in the January 11, 2017 press release.
(3) Non-GAAP Gross Margin is Gross Margin, calculated in accordance with GAAP, plus the impact of amortization of purchased intangible assets, depreciation expense, and stock-based compensation expenses for the quarter ending September 30, 2016.
(4) Based on 2015 actual performance. Represents aggregate annualized recurring revenue value at December 31, 2015 from those customers that were also customers as of December 31, 2014 of the prior year, divided by the aggregate annualized recurring revenue value from all customers as of December 31, 2014.
(5) Year-over-year growth at the mid-point of quarterly recurring revenue guidance for the quarter ending March 31, 2017 as disclosed in the January 11, 2017 press release.
(6) Based on mid-point of total revenue and Adjusted EBITDA guidance range for the quarter ending March 31, 2017 as disclosed in the January 11, 2017 press release. See slide 27 for definition and reconciliation of Adjusted EBITDA.

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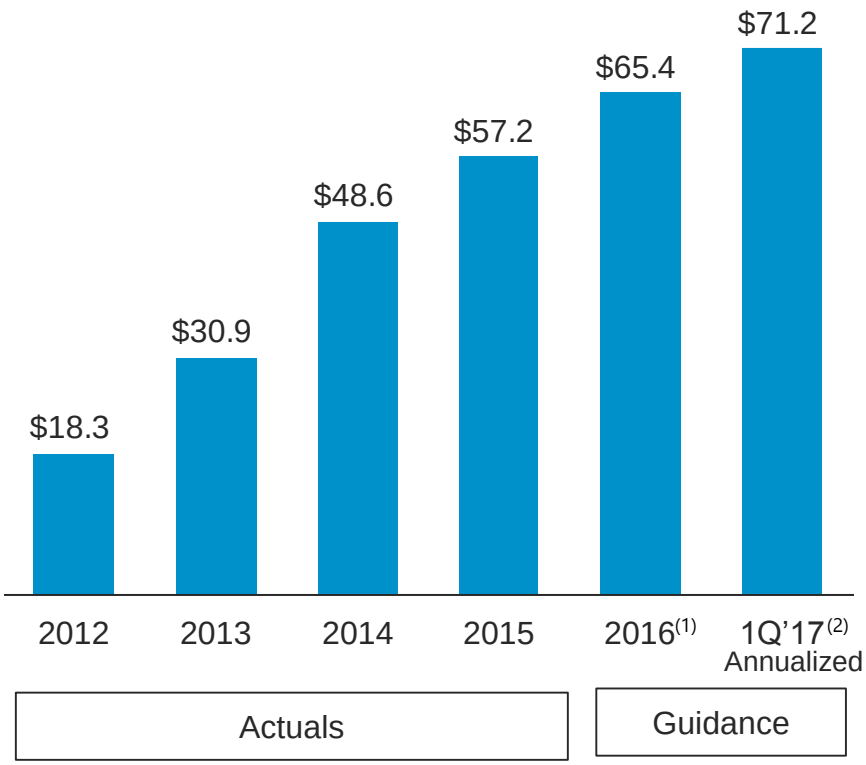
Recurring Revenue Growth Trend

Recurring Revenue

($ in millions)



Source: Company information and management.

(1) Full year guidance (at the mid-point) for the fiscal year ended December 31, 2016 as disclosed in the November 10, 2016 earnings release.
(2) Based on guidance mid-point for the quarter ending March 31, 2017 as disclosed in the January 11, 2017 press release.

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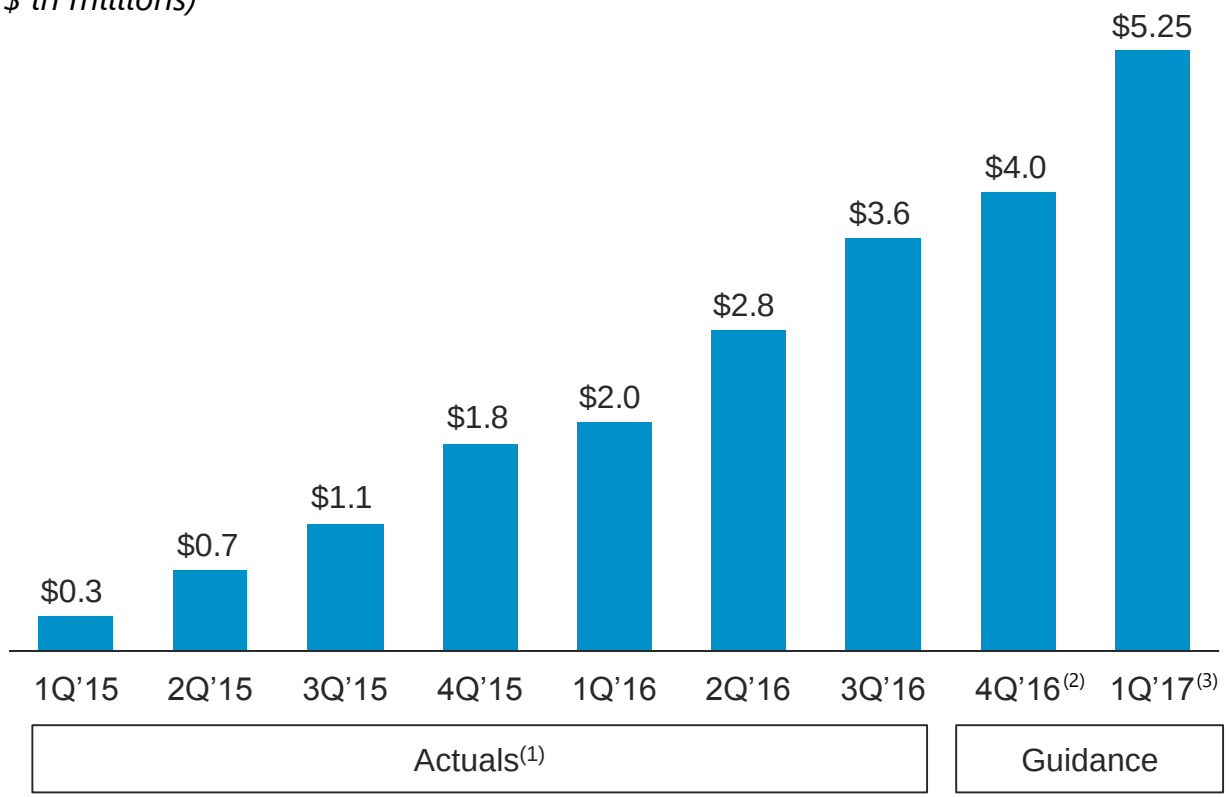
Quarterly Adjusted EBITDA Trend

Adjusted EBITDA

($ in millions)



Source: Company information and management.

(1) Quarterly reported results (see slide 27 for definition and reconciliation of Adjusted EBITDA).
(2) Based on guidance at the mid-point for the quarter ending December 31, 2016 as disclosed in the November 10, 2016 earnings release.
(3) Based on guidance mid-point for the quarter ending March 31, 2017 as disclosed in the January 11, 2017 press release.

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Recent Developments

- Solid Q3'16 Results
  - Record Adjusted EBITDA @ 19%(1)
  - 21% year-over-year growth in recurring revenues
- Strong Q4'16 and Q1'17 Guidance
  - Growth in Adjusted EBITDA to 26%(2)
  - 17% year-over-year growth in recurring revenues(2)
- Healthy M&A Activity
  - Four accretive acquisitions in last twelve months
  - Expanded $90MM acquisition credit facility with Wells Fargo and CIT
- Raised Adjusted EBITDA Margin Goal at Scale to 35%

Source: Company information and management.

(1) See slide 27 for the definition and reconciliation of Adjusted EBITDA.
(2) Guidance at the mid-point for quarter ending March 31, 2017 as disclosed in the January 11, 2017 press release.

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Management Team



Founder, Chairman and CEO

- Chairman and CEO Perficient, Inc. (NASDAQ: PRFT) (1999-2009)
  - Grew business from eight to 1200 employees, startup to $250 million in revenues
  - Completed seventeen acquisitions
  - Created $500+ million market cap on total net equity investment ~$10 million
- Led two prior successful software and technology deals
- Started career as M&A lawyer with Skadden Arps and exec. with Blockbuster Entertainment



President and COO

- Executive at Dell, Inc. (1998-2013)
  - Ran worldwide product marketing for all desktops, notebooks, workstations, and associated software and peripherals, corporate and consumer (80% of Dell's revenue)
  - Led global operations for pricing, forecast (demand/supply and financial), and product launch for enterprise products (servers, storage, networking accounting for 50% of Dell's profits)
  - Led corporate strategy for two years reporting directly to CEO/Chairman
  - Ran Americas marketing to companies >400 employees including global multi-nationals
  - Started, ran, and sold DellHost, Dell's web hosting service
- Held management roles at Bain & Company (1994-1998) and Oracle (1989-1992)
- MBA from Stanford and BS/MS degrees in electrical engineering and computer science from MIT



CFO

- CFO Perficient, Inc. (NASDAQ: PRFT) (2004-2007)
  - Grew revenues from $30 million to over $200 million run-rate in three years
  - Completed eight acquisitions
  - Led company from $70 million to $500 million in market cap
- Started career at Ernst & Young LLP
- BBA from the University of Texas, licensed CPA in Texas

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Upland Product Family: Overview



Project and IT Management

Manage your organization's projects, professional workforce and IT costs.



Workflow Automation

Optimize, automate and secure document intensive workflows across your enterprise and supply chain.



Digital Engagement

Effectively engage with your customers, prospects and community via the web and mobile.

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Upland Product Family: Brands



Project and IT Management

- Tenrox
- Eclipse PPM
- PowerSteering
- ComSci



Workflow Automation

- FileBound
- AccuRoute
- Ultriva



Digital Engagement

- Mobile Commons
- Clickability
- LeadLander

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Upland Product Family: Solutions



Project and IT Management

- Lean Six Sigma/Process Excellence
- Project & Portfolio Management
- Professional Services Automation
- Risk Management
- IT Governance
- IT Cost Management
- New Product Development PPM
- Time & Expense Management



Workflow Automation

- Enterprise Content Management
- Accounts Payable/Receivable Automation
- Human Resources Automation
- Healthcare Records Management
- Contract Process Automation
- Education Workflow Automation
- Government Document Management
- Electronic Kanban
- Collaborative Supply Portal
- Secure Document Process Automation



Digital Engagement

- Application-to-Person Mobile Messaging
- Mobile & Text Marketing
- Web Content Management
- Website Visitor Analytics & Reporting

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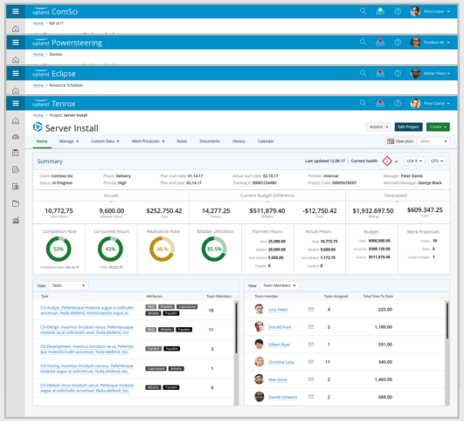
Upland Product Experience Architecture

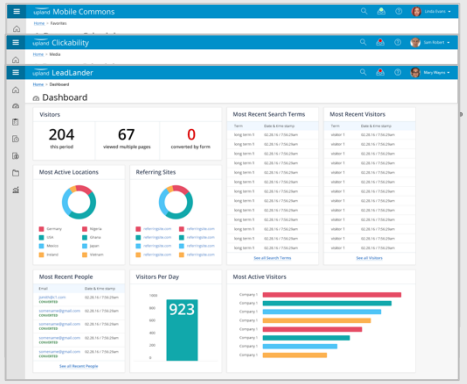


- Single Sign On (SSO)
- Common UI/UX
- Mobile
- Upland Integration Platform
- Enterprise-Class Cloud

Project and IT Management



Digital Engagement



Workflow Automation



Upland Integration Platform

DELL Boomi

Point-to-Point Integrations

Enterprise Cloud Platform

amazon web services

Key Third-Party Applications

LinkedIn · Marketo · facebook · salesforce · ORACLE · infor · Microsoft Dynamics · SAP · ADP · CONCUR

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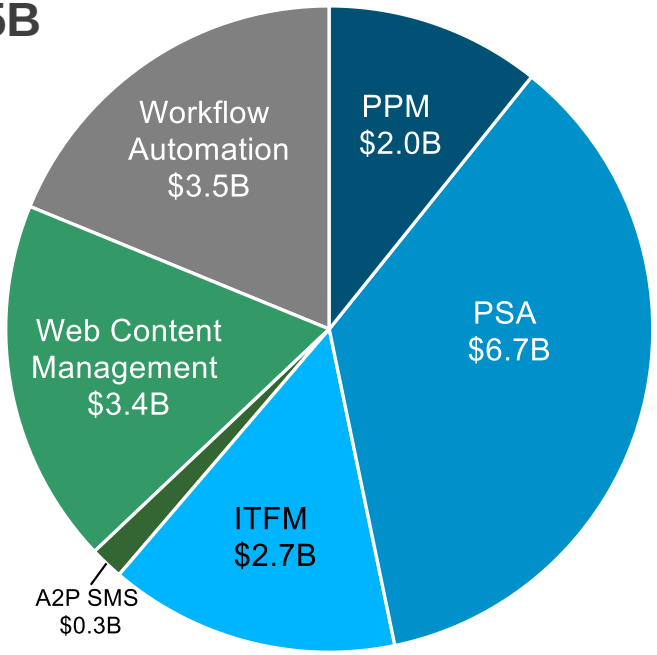
Total Addressable Market $18.6B

Workflow Automation $3.5B



Digital Engagement $3.7B

Project and IT Management $11.4B

Sources:
Magic Quadrant for Cloud-Based IT Project and Portfolio Management Services, Worldwide, Gartner, 23 May 2016.
Professional Service Automation (PSA) Software Market Size & Analysis By Application (Consulting Firms, Technological Companies, Marketing And Communication, Others), By Deployment (On-Premise, Cloud), By Region, And Segment Forecasts, 2014 – 2024, Grand View Research, December 2016.
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Worldwide CRM Applications Software Forecast, 2016–2020: Cloud-Based Applications Increase in Penetration Mix, August 2016.
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Business Process Management (BPM) Cloud, Mobile, and Patterns: Market Shares, Strategies, and Forecasts, Worldwide, 2014 to 2020, Wintergreen Research, 2014.
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Our Customers

FINANCIAL SERVICES



GOVERNMENT, NON-PROFIT, EDUCATION



MANUFACTURING, INDUSTRIAL



CORPORATE SERVICES



TECHNOLOGY



HEALTHCARE



MEDIA



CONSUMER



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uplandOne

One Unified Operating Platform sets the foundation for customer success



100% Customer Success

Loyalty	EBITDA ↑
Renewal	Expansion
Cross-Sell	Referral

IMPACT

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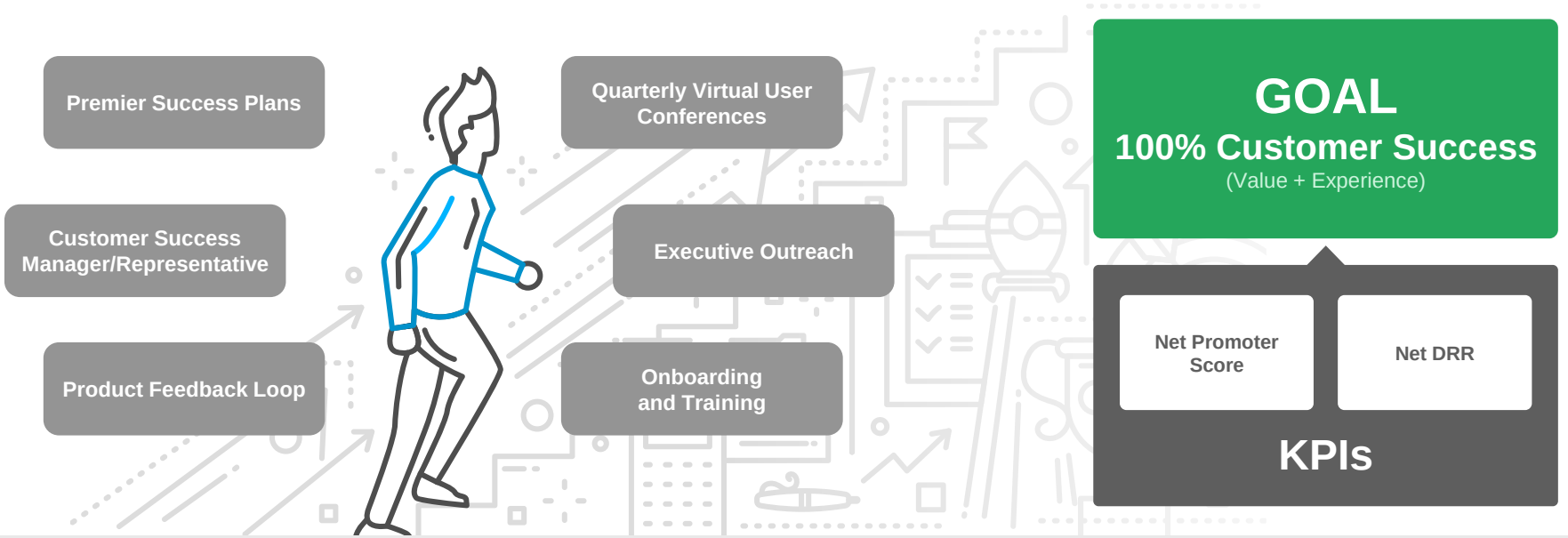
Upland Customer Success Program



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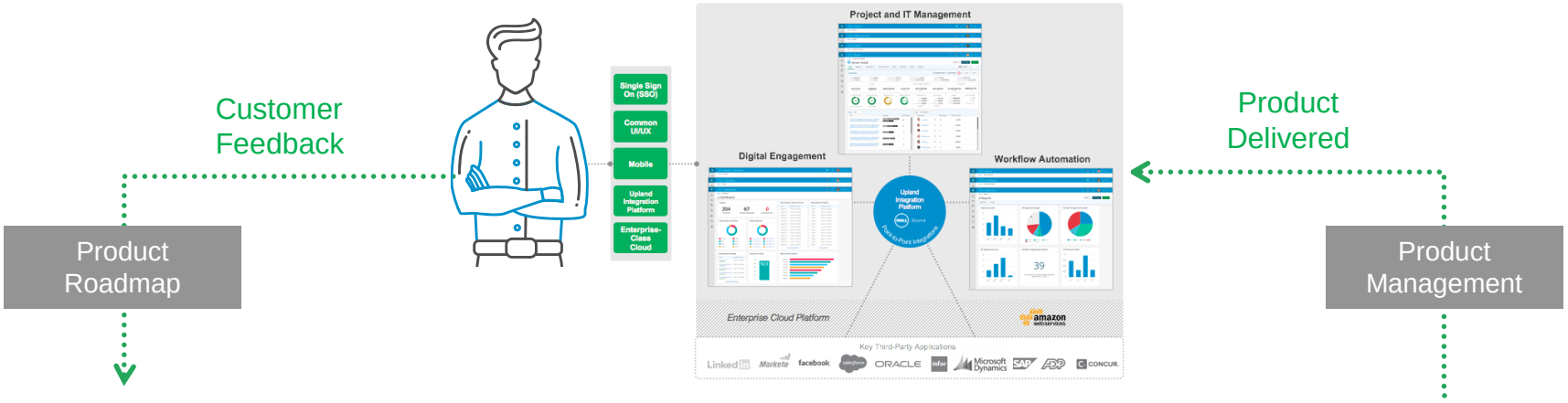
Upland Development Platform

Upland Product Experience Architecture



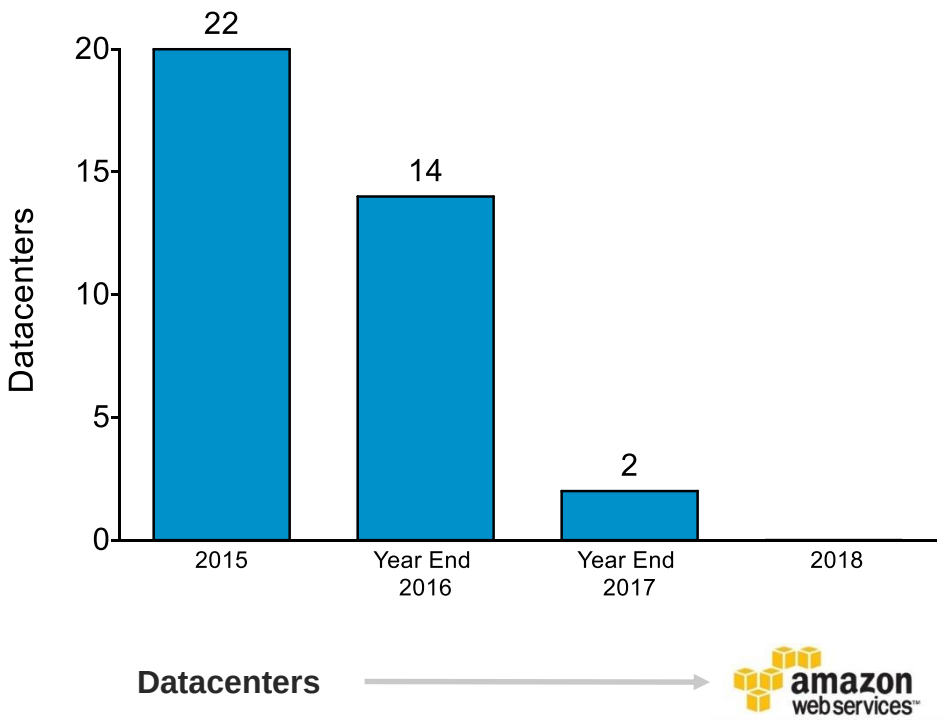
Development Platform

Knowledge Management	Bug & Issue Tracking	Source Code Management	Code Quality Analysis Every Code Submission	Automated Unit Tests Every Code Submission	Automated Build	Automated Functional Testing	Automated QA Deployment	Automated Production Deployment
Confluence	JIRA	Atlassian Bitbucket	Code Insights, Code Firewall, DevRank		Jenkins	TestComplete	Jenkins	Jenkins

DEV FACTORY

Managed Service & Software by DevFactory allows for globally sourced developers and contractors

Cloud Hosting Strategy



- All hosting to AWS by 2018
- Benefits include simplicity, security, compliance, geo-expansion, utilization variability and headroom, performance, market credibility
- Enables seamless and rapid onboarding of new acquisitions
- Saves $1MM+ per year in capex
- Applications to be containerized for portability and optimization

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Sales and Marketing

Customer Success

- Executive Outreach
- Customer Success (22)
- Renewals
- Marketing

High-touch
Low-cost
Process-driven
Automated
Repeatable

Advocates

Prospects

Demand Engine

- Field/Inside Sales (3/6)
- Solutions Consultants (6)
- Account Development (4)
- Marketing



Customers

2,500 customers
250,000 users
100% NDRR Target
Strong NPS

Customer Success Team (CSM)

+ Handle renewal exceptions from centralized renewals team
+ Conduct quarterly business reviews with customer
+ Position and upsell Premier Success Plans
+ Ensure key actions are completed to improve NPS
+ Drive NPS survey participation
+ Close small expansions
+ Identify cross-sell and large expansion opportunities

Demand Engine Team

+ Drive centralized, installed base marketing campaigns
+ Promote referrals from loyal customers
+ Target prospects from known contacts
+ Deliver low-cost webinars/web leads
+ Manage pipeline through efficient inside sales model and small, field SWAT team
+ Prioritize land and expand opportunities
+ Follow-up on cross-sell and large expansion from CSM

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Premier Success Plans

- Features
  - Bundled services, support and product experience offering with three tiers (Standard, Gold, Platinum)
  - 80% standardized across product lines for efficiency and scale
  - Offers compelling package of services and support to customer at efficient marginal cost to Upland
- New approach to pricing on renewal
  - Automatic price increase of 10% Standard
  - Two upgrade opportunities:
    - Gold for 20%
    - Platinum for 30%
  - Provides maximum customer value for Platinum multi-year renewal
- Rollout Status
  - Piloted across three products in Q4
  - Five other products launching in Q1



upland FileBound

FileBound Premier Success Plans

Maximize Your Investment with FileBound Premier Success Plans

The Upland Customer Success Program provides unparalleled engagement and support to ensure you get the most out of your software experience. Our commitment is to deliver 100% Customer Success, defined by the value you expect and the delight you experience every day. To help drive towards your unique success goals, we offer a range of Premier Success Plans that eliminate the need for costly custom services and support, and build the foundation for your success. Platinum is our top-tier plan, and it provides your organization with the highest level of experience and value throughout your journey with Upland.

Benefits

- Dedicated Customer Success account management
- Additional services hours
- 24/7 support with prioritized front-of-the-line issue resolution
- Enhanced product roadmap visibility with prioritized feature weighting
- Sandbox and pre-release environments
- Access to Subject Matter Experts (SMEs)
- Performance optimized to your unique needs
- Tailored product experience

Premier Success Plans Focus Areas

Customer Engagement

Dedicated Customer Success account management provides you with immediate account support and direct accountability to help us deliver towards your success goals.

You will have access to a quarterly Virtual User Conference (VUC) to provide your feedback on our customer success strategy and product roadmap.

Product Development

Receive higher priority weighting with your product enhancement requests so you can have a greater impact on product direction.

Access to our Community Portal will provide you with another channel to learn more about the product and exchange with peers and Subject Matter Experts (SME).

Customer Support

Keep your implementation optimized and running with live attendants as well as expanded support hours and faster response times for problem resolution.

Product Experience

Tailor your FileBound experience with enhanced access to product experts and advisory services, pre-release environments and additional training.

FileBound Premie

CUSTOMER ENGAGEMEN

Voice of the Customer Surv

Virtual User Conferences (V

Customer Success Represe

CUSTOMER SUPPORT

Phone Support during Busi

Access to Upland Communi

Support Chat Capability Du

Support Triage Queue Prior

Support Response time – Cl

Guaranteed Response Time

24x7 Support Availability ar

Customer Experience Mana

PRODUCT DEVELOPMEN

Access to Patch and Update

Issue Priority Weighting for

Feature Request Priority W

PRODUCT EXPERIENCE

Invitation to Annual Custon

Access to FileBound Univer

Solution Advisory Review –

*BH = Business Hours

About Upland Software

Upland Software (Nasdaq: UPLD) is an enterprise cloud software company that provides award-winning solutions in Project and IT Management, Workflow Automation and Digital Engagement. Our goal is 100% customer success, achieved through a unified operating platform that delivers the performance, scalability and support that over 2,500 Upland customers worldwide demand every day. Learn more at uplandsoftware.com.

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Selected Land-and-Expand Success

✓ Cross Sell

Category	Company	Start Date	Initial ARR$	Current ARR$	ARR CAGR%
Project & IT Management	✓ U. S. Multi-National Bank	2006	264,000	1,196,993	16%
	Global Enterprise Software	2009	265,127	1,140,346	23%
	Global Food and Beverage	2011	60,000	655,328	61%
	✓ Global Media and Entertainment	2012	37,800	497,800	91%
	U. S. Agriculture	2013	30,000	160,000	433%
	Global Automotive Supplier	2015	29,996	159,996	433%
	✓ European Retailer	2013	17,066	325,000	167%
	Global IT Services	2014	56,401	128,401	51%
	Global Oil and Gas	2014	52,900	120,100	51%
	Global IT Services	2015	42,856	105,996	147%
	Healthcare Services	2014	10,600	77,400	170%
	✓ U. S. Window Manufacturer	2013	26,738	66,014	146%
Digital Engagement	TV & Media	2008	254,855	598,500	11%
	Global Reinsurance Provider	2009	89,700	444,537	26%
	U. S. Motorcycle Manufacturer	2014	38,488	118,488	75%
	U. S. Real Estate Association	2009	12,000	84,000	32%
Workflow Automation	Global Biotechnology	2007	60,000	257,256	18%
	U. S. Electric Motor Manufacturer	2013	15,500	375,000	189%

Source: Company management.
Note 1: ARR = Annualized Recurring Revenue
Note 2: CARR = Compound Annual Growth Rate from Initial ARR $ to Current ARR $

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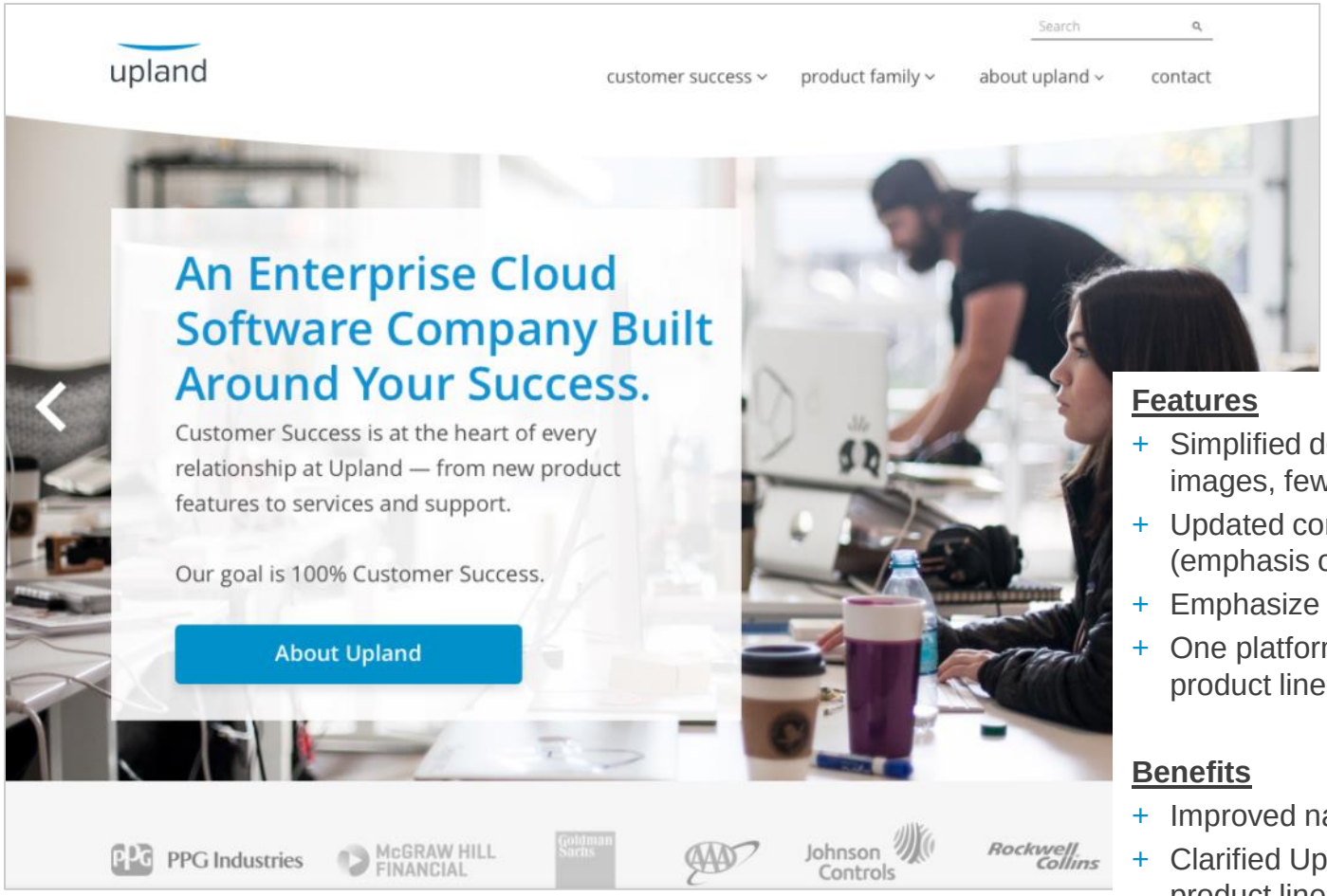
Corporate Rebranding

Website Launch April 3



Features

+ Simplified design (color, layout, lifestyle images, fewer words)
+ Updated company messaging (emphasis on 100% customer success)
+ Emphasize Upland brand ID
+ One platform and template across all product lines

Benefits

+ Improved navigation
+ Clarified Upland message and tie-in to product lines
+ Brand differentiation

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M&A Strategy

- Add $15MM+ revenues per year through accretive acquisitions that build out our 3 product families
  - Continuous outreach and pipeline management
  - Target VC portfolio and bootstrapped enterprise software companies with sticky applications, strong recurring revenue, GMs and NDRR, and loyal F2K customer bases
  - Exploit compelling events such as twilight fund, cash shortage, debt maturity, failed sales process, growth infrastructure and enterprise procurement ceilings
- Within 90 days, acquired products brought into UplandOne model with 50% target contribution margins
- Four accretive acquisitions in last twelve months (latest: Omtool Jan. 2017)
- Proven team has done 35 successful tech acquisitions in 15 years
- Expanded $90MM acquisition credit facility with Wells Fargo and CIT

5	13	5-8x	$20B
Years	Acquisitions	Avg. pro forma Adj. EBITDA(1) Multiple Paid	Invested by VCs(2)

Source: Company information.

(1) See slide 27 for definition and reconciliation of Adjusted EBITDA.

(2) $20B invested in 1,300 B2B SaaS companies from 2004 to 2014 per PitchbookData, Inc.

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M&A Integration: UplandOne Platform

- One way to run every function, not ***n*** ways to run them
- Building functional excellence into every area of operation
- Every company we acquire is brought onto the platform in a standardized way
- Our core processes are better than whatever processes exist pre-acquisition
  - Standardization
  - Higher quality
  - Lower cost
  - Economies of scale
- By following these processes, we are able to quickly acquire companies and bring them into model
- And by being on one standard platform, we are able to scale

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Summary

- Large growth opportunity through accretive/strategic acquisitions, installed base expansion and cross-sell, and efficient new logo acquisition
- Strong top-line revenue growth through acquisitions
- Recurring, predictable revenue model with high renewal rates
- Diversified customer base
- Expanding EBITDA margins through:
  - Accretive tuck-in acquisitions
  - Back-end dev, QA, offshore & cloud efficiencies
  - G&A/fixed cost operating leverage through scale

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Appendix

Operating Targets (as a % of Revenue)

	Excludes Depreciation & Amortization and Stock-based compensation									
	1Q'15	2Q'15	3Q'15	4Q'15	1Q'16	2Q'16	3Q'16	4Q'16[4]	1Q'17[5]	Target Model
Revenue	100%	100%	100%	100%	100%	100%	100%			**100%**
Non-GAAP Gross Margin[1]	68%	68%	68%	66%	67%	70%	70%			**73%**
Research & Development	22%	22%	22%	22%	22%	21%	19%			**14%**
Sales & Marketing	20%	19%	17%	17%	17%	16%	16%			**13%**
General & Administrative	24%[2]	23%	23%	18%	20%	20%	19%			**11%**
Adjusted EBITDA[3]	2%	4%	6%	10%	11%	15%	19%	21%	26%	**35%**

Source: Company information.

(1) Non-GAAP Gross Margin is Gross Margin, calculated in accordance with GAAP, plus the impact of amortization of purchased intangible assets, depreciation expense, and stock-based compensation expenses.
(2) Excludes $371,000 of Non-recurring litigation costs which is an add-back to Adjusted EBITDA.
(3) See slide 27 for definition and reconciliation of Adjusted EBITDA.
(4) Based on mid-point of revenue and Adjusted EBITDA guidance for the quarter ending December 31, 2016 as disclosed in the November 10, 2016 earnings release.
(5) Based on mid-point of revenue and Adjusted EBITDA guidance for the quarter ending March 31, 2017 as disclosed in the January 11, 2017 press release.

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Adjusted EBITDA Reconciliation to Net Loss

We define Adjusted EBITDA as net loss, calculated in accordance with GAAP, plus net income (loss) from discontinued operations, depreciation and amortization expense, interest expense, net, other expense (income), net, provision for income taxes, stock-based compensation expense, acquisition-related expenses, non-recurring litigation expenses, and purchase accounting adjustments for deferred revenue. We believe that Adjusted EBITDA provides useful information to management, investors and others in understanding and evaluating our operating results, however, Adjusted EBITDA should not be considered as an alternative to net loss or any other measure of financial performance calculated and presented in accordance with GAAP and has important limitations as an analytical tool, including that other companies might calculate Adjusted EBITDA or similarly titled measures differently. Because of these limitations, you should consider Adjusted EBITDA together with other financial performance measures, including various cash flow metrics, net loss and our other GAAP results.

Below is a reconciliation of Adjusted EBITDA to net loss, the most directly comparable GAAP measure:

	1Q'15	2Q'15	3Q'15	4Q'15	1Q'16	2Q'16	3Q'16
Net loss	$(3.7)	$(3.3)	$(2.3)	$(4.3)	$(5.6)	$(3.6)	$(2.4)
Depreciation and amortization expense	2.0	2.0	2.0	2.4	2.5	2.5	2.5
Interest expense, net	0.3	0.6	0.5	0.5	0.6	0.7	0.7
Other expense (income), net	0.5	0.0	(0.1)	0.2	0.7	0.3	0.1
Provision for (benefit from) income taxes	(0.2)	0.2	0.2	0.9	0.1	0.2	0.3
Stock-based compensation expense	0.6	0.8	0.6	0.8	0.7	0.9	1.1
Acquisition-related expense	0.5	0.4	0.2	1.4	2.4	1.4	1.0
Non-recurring litigation expense	0.4	-	-	-	-	-	-
Purchase accounting deferred revenue discount	0.1	0.1	-	0.1	0.5	0.4	0.3
Adjusted EBITDA	**$0.5**	**$0.8**	**$1.1**	**$1.8**	**$2.0**	**$2.8**	**$3.6**

Source: Company information and management

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Upland Products – Competitive Overview

	Product	Who It Helps and How	Key Competitors	Why We Win
Project & IT Management	ComSci	Gives IT financial leaders and business unit leaders IT cost data and analytics to support strategic IT & financial decisions.	APPTIO, servicenow, DIGITALFUEL, NICUS	• Managed service delivery model • Customer success • Powerful Telco billing capabilities
	PowerSteering	Allows business leaders and PMO's to aggregate, compare and manage all projects within a portfolio; assign approval and priorities through an implementation tailored to their organization.	PLANVIEW, Changepoint, Innotas by planview	• Better visibility and reporting • Platform power and flexibility • Strong implementation and support services
	Eclipse PPM	Helps business leaders and project managers to quickly get a handle their projects with a simple, yet powerful feature-set.	Changepoint, clarizen, Microsoft, workfront	• Use-case specific configurations • Breadth of standard feature-set • Ease and speed of implementation
	Tenrox	Gives professional and business services teams a centralized way to manage their internal or external services organizations including utilization, expense management, and billing.	Changepoint, FinancialForce, NETSUITE, OpenAir	• Out-of-the box integrations • Better fit for MSFT environments • Advanced Timesheet features
Workflow Automation	FlieBound	Allows IT and process owners in departments like Accounts Payable, Contracts Mgt and HR to automate manual, repetitive manual workflows.	M-Files, Docuware, OnBase by Hyland, Laserfiche, Lexmark	• Workflow capabilities • Strong partner network • Cloud offering • Implementation timeframe/ROI
	AccuRoute	Empowers secure document process automation for IT and process owners through document capture.	ADLIB, Ras, EMC² CAPTIVA, NUANCE, PSIGEN software inc., kwiktag, Ephesoft	• Robust vertical-focused functionality • Scalability, supportability, integrations, customizable • HP partnership
	Ultriva	Empowers manufacturing plants, suppliers, and manufacturing customers to benefit from inventory savings, service level improvements, and stock-out reductions while realizing sub-one year ROI.	SAP, Microsoft Dynamics, eBECS, ORACLE, kinaxis, infor, synchrono manufacturing software, jda., Manhattan Associates	• Comprehensive e-Kanban functionality • SaaS offering • Speed of implementation • Execution and analytics
Digital Engagement	Mobile Commons	Provides communications teams, marketers and program managers a platform for executing, managing and analyzing complex 2-way text messaging campaigns.	mGage, voxiva, vibes, Waterfall, REVOLUTION	• Enterprise-grade platform with strong CRM capabilities • Open API • Domain expertise
	Clickability	Gives marketing teams and content publishers an easy and non-technical way to automatically publish content to websites without IT or technical help.	sitecore, Adobe, ACQUIA	• Completeness of solution including strong personalization • Accelerated time-to-market • TCO
	LeadLander	Enhances the ability of marketing teams to measure ROI of inbound and outbound efforts with detailed site visitor insights. Provides sales and business development the information for targeted messaging to pre-qualified leads.	visitortrack, KickFire, visualvisitor, LEAD FORENSICS	• Ease of use • Support • Value/Insights