upland

Upland Software

January 2019

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; our ability to obtain financing in the future on acceptable terms or at all; 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 9, 2018. 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 presentation 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 presentation.

©2018 Upland Software, Inc.

Upland Software at a Glance

Enterprise Work Management Cloud Software

Project Management | Information Technology | Business Operations | Sales and Marketing | Human Resources

Nasdaq **UPLD**

$188MM[1] Revenue

58%[2] Revenue Growth

37%[3] Adj. EBITDA

9,000+ Clients and Growing

$23.5B[4] Market Opportunity

upland

Started
2012

Headquarters
Austin, TX



Acquisitive Growth Platform Company

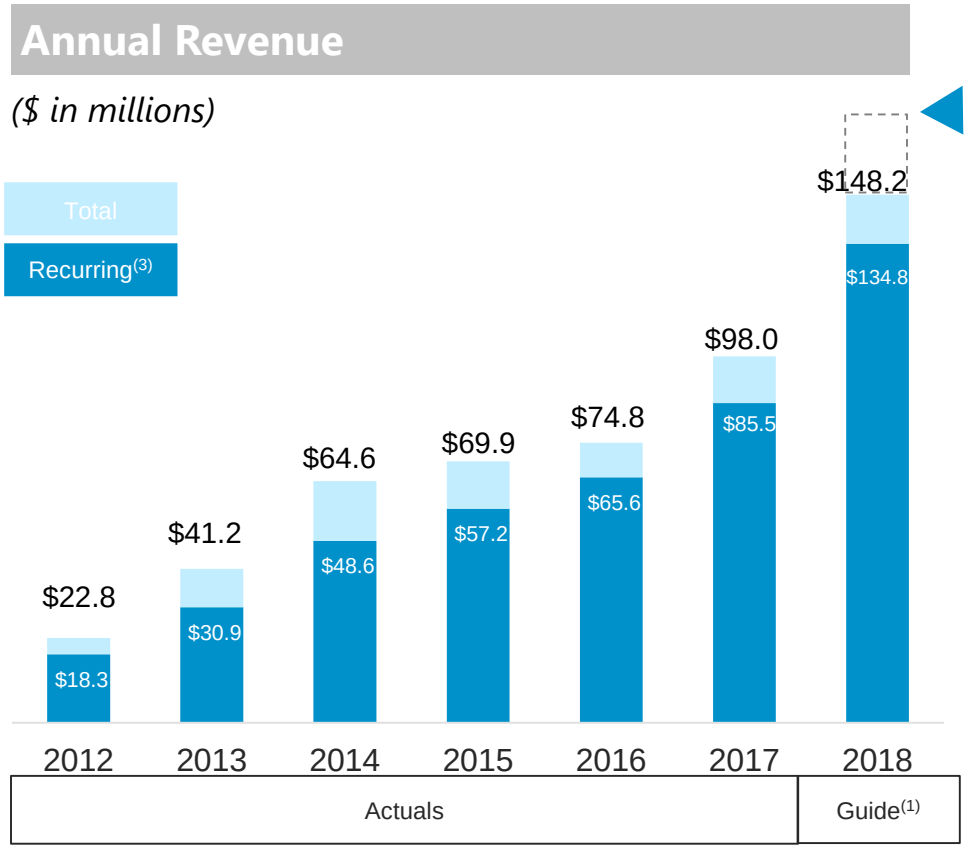
Acquisitions to Date
20

Source: Company information and management

(1) Based on the annualized run-rate of total revenue for the quarter ending September 30, 2018, plus acquired total revenue from Rant & Rave as disclosed in the October 3, 2018 Form 8-K, plus acquired total annual revenue from Adestra as disclosed in the December 13, 2018 Form 8-K.
(2) Year-over-year recurring revenue growth based on the mid-point of our guidance range for the year ending December 31, 2018 as disclosed in the December 13, 2018 Form 8-K
(3) Adjusted EBITDA as a % of revenue based on the midpoints of the guidance ranges for the quarter ended December 31, 2018 as disclosed in the December 13, 2018 Form 8-K. See slide 26 for definition and reconciliation of Adjusted EBITDA.
(4) See slide 29.

©2018 Upland Software, Inc.

Annual Revenue Growth Trend



Growth Drivers

- Strong Renewal Rates(2)
- Installed base expansion
- Price uplift, Platinum Support
- Cross-sell
- Efficient new logo acquisition
- Accretive Acquisitions

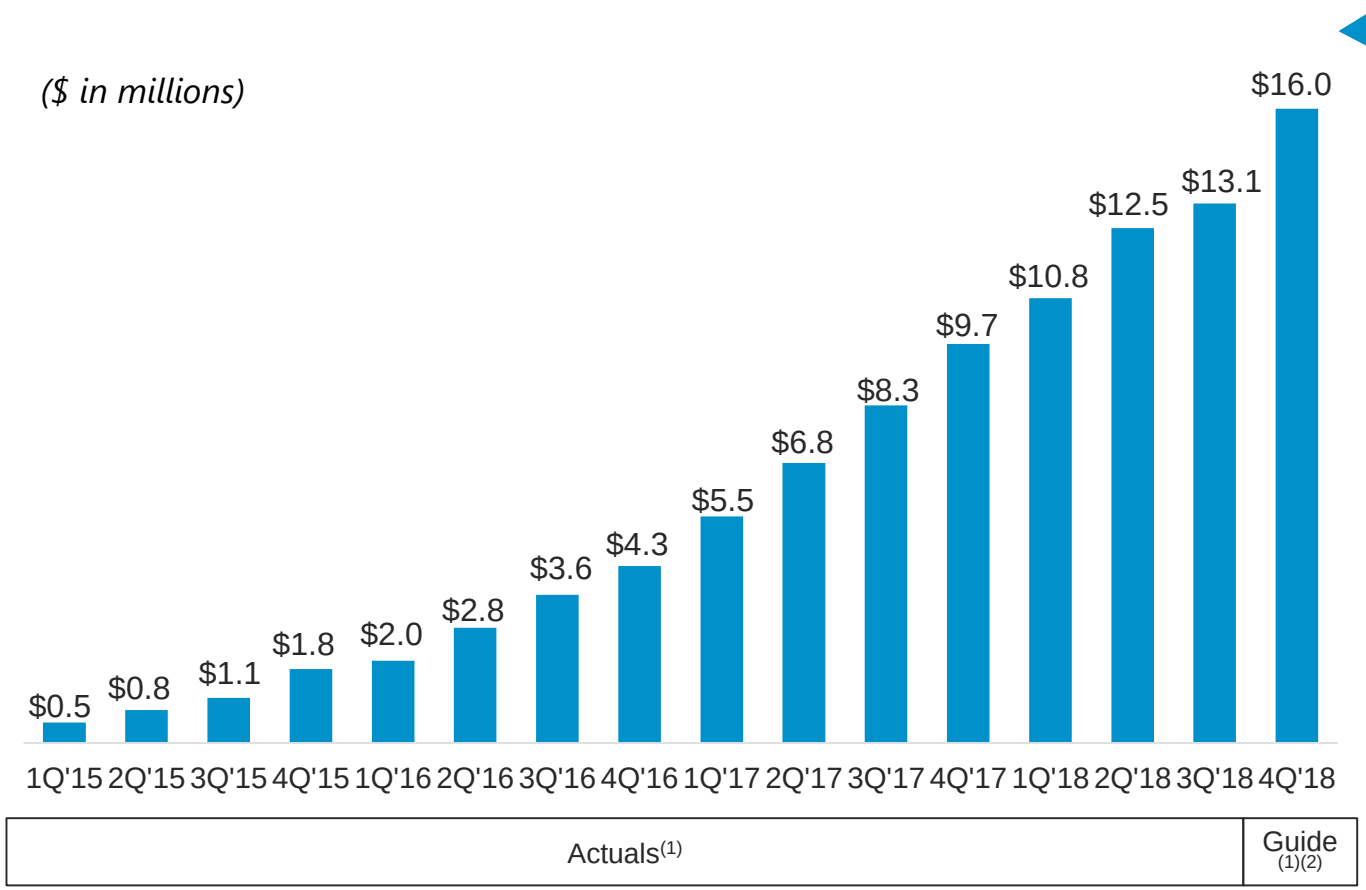
Source: Company information and management.

(1) Based on the midpoint of our guidance range for the year ended December 31, 2018 as disclosed in the December 13, 2018 Form 8-K.
(2) Based on key metric disclosed in the March 9, 2018 Form 10-K.
(3) Recurring revenue referred to in the table above is also known as Subscription and Support Revenue.
(4) Based on the annualized run-rate of total revenue for the quarter ending September 30, 2018, plus acquired total revenue from Rant & Rave as disclosed in the October 3, 2018 Form 8-K, plus acquired total annual revenue from Adestra as disclosed in the December 13, 2018 Form 8-K.

©2018 Upland Software, Inc.
upland

Quarterly Adjusted EBITDA Trend

Adjusted EBITDA



Robust, Consistent Margin Expansion

- Driven by UplandOne operating platform and scale efficiencies
- 40% Adjusted EBITDA(1) long term margin target

Source: Company information and management.

(1) Quarterly reported results (see slide 26 for definition and reconciliation of Adjusted EBITDA).
(2) Based on the mid-point of our guidance range for the quarter ending December 31, 2018 as disclosed in the December 13, 2018 Form 8-K.
(3) Based on total Adjusted EBITDA for the quarter ending September 30, 2018, plus one quarter of total Adjusted EBITDA from Rant & Rave as disclosed in the October 3, 2018 Form 8-K, plus one quarter of total Adjusted EBITDA from Adestra as disclosed in the December 13, 2018 Form 8-K.

©2018 Upland Software, Inc.
upland

Recent Developments

RECORD Guidance Q4

56% Q4 Total Revenue Growth(1)
37% Q4 Adj. EBITDA(2)
$70MM Pro Forma Run-rate Adj. EBITDA(3)

ACQUISITION

December 2018

adestra

ACQUISITION

June 2018

re|innovation

ACQUISITION

October 2018

rant&rave®

Source: Company information and management.

(1) Q4 YoY growth based on midpoint of Q4 total revenue guidance, as disclosed in the December 13, 2018 Form 8-K.
(2) See slide 26 for the definition and reconciliation of Adjusted EBITDA. Based on the mid-point of our guidance range for the quarter ending December 31, 2018 as disclosed in the December 13, 2018 Form 8-K.
(3) Based on run-rate total Adjusted EBITDA for the quarter ending September 30, 2018, plus total Adjusted EBITDA from Rant & Rave as disclosed in the October 3, 2018 Form 8-K, plus total Adjusted EBITDA from Adestra as disclosed in the December 13, 2018 Form 8-K.

upland

Management Team



Jack McDonald

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



Tim Mattox

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, forecasting (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



Mike Hill

CFO

- Member of Upland founding team
- 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 (1991 – 1999)
- BBA from the University of Texas

©2018 Upland Software, Inc.
upland

We Provide Enterprise Work Management Cloud Solutions that Empower Teams

To compete knowledge workers need to act on information and collaborate with team members in real time — anytime, anywhere and from any device.



©2018 Upland Software, Inc.
upland

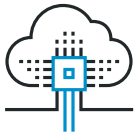
Enterprise Work Management Solutions

Award-winning cloud solutions that address specific business needs and deliver powerful results – not bloated suites or costly on-premise solutions.



Project Management

+ Portfolio Management for Continuous Improvement and Lean Six Sigma
+ Portfolio Management for Enterprise PMO
+ Portfolio Management for New Product Development
+ Project Resource Optimization
+ Project Time and Expense Management
+ Knowledge Management for Professional Services Automation



Information Technology

+ IT Financial Management
+ Knowledge Management for IT Support
+ Project Management for Enterprise IT
+ Project Management for Healthcare IT



Business Operations

+ Accounts Payable and Receivable Automation
+ Document, Forms, and Process Automation
+ Secure Document Capture and Fax Routing
+ Cloud Fax and Secure Document Distribution
+ Collaborative Supply Portal
+ Lean Factory Management



Sales and Marketing

+ Customer Engagement
+ Voice of Customer
+ Customer Reference and Sales Enablement
+ RFP and Sales Proposal Automation
+ Enterprise Mobile Messaging
+ Knowledge Management for Customer Service
+ Web Content Management
+ Website Visitor Analytics and Reporting



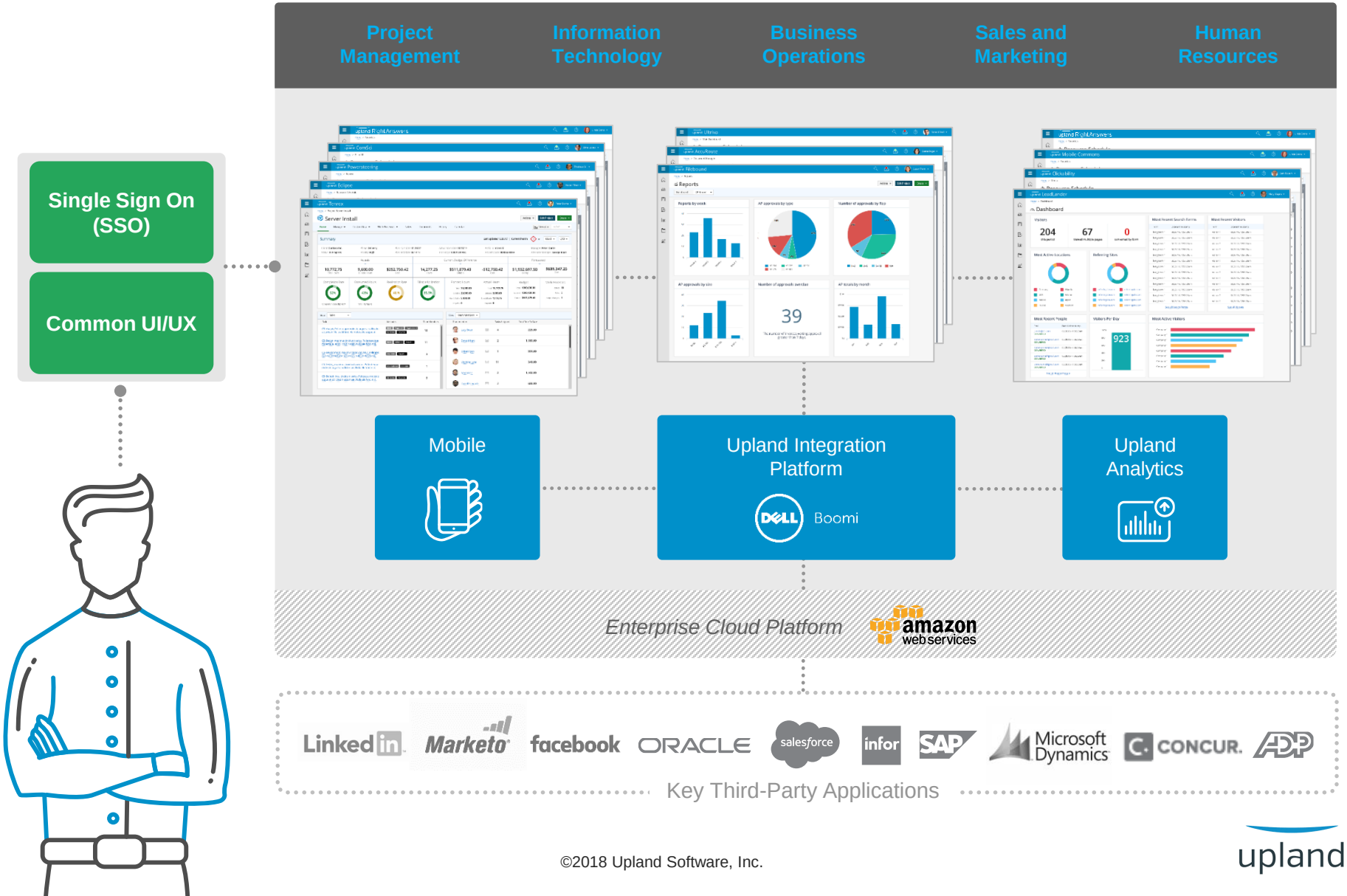
Human Resources

+ Document and Workflow Automation for HR
+ Knowledge Management for HR Support
+ Resource Management
+ Time and Expense Management
+ Voice of Employee

… all backed by Upland's 100% Customer Success commitment.

©2018 Upland Software, Inc.
upland

Upland Product Experience Architecture



©2018 Upland Software, Inc.

upland

Our Customers

FINANCIAL SERVICES



GOVERNMENT, NON-PROFIT, EDUCATION



MANUFACTURING, INDUSTRIAL



CORPORATE SERVICES



TECHNOLOGY



HEALTHCARE



MEDIA



CONSUMER



©2018 Upland Software, Inc.
upland

Why Customers Choose Upland



Award-Winning Cloud Products

You get the award-winning cloud solution that's purpose-built for your business need, not bloated suites or costly on-premise software. We make your best-of-breed strategy a reality.



Customer Success Commitment

At Upland, customer success means you achieve the value you expect from our software and are delighted by the experience. Our entire UplandOne business platform is built around it.



The Scale & Resources to Deliver

Upland is a financially strong, growing, publicly-traded company (symbol UPLD on the NASDAQ Global Market) with the scale and resources needed to invest in your success.

©2018 Upland Software, Inc.
upland

uplandOne

One Unified Operating Platform sets the foundation for customer success

uplandOne

High-Touch Customer Success Program

Expert Professional Services

Quality-Focused R&D

24x7 Global Support

Customer-Driven Innovation

Enterprise Cloud Platform



100% Customer Success

Loyalty	EBITDA ↑
Renewal	Expansion
Cross-Sell	Referral

IMPACT

©2018 Upland Software, Inc.

upland

M&A Strategy

We are building on our market leadership by acquiring built-for-purpose products that extend our depth, breadth and scale.

+ Add $25MM+ revenues per year through accretive acquisitions that build out our 3 product families

+ 20 acquisitions to date

+ 4 accretive acquisitions in each of 2017 and 2018

+ Proven team has done 40 successful tech acquisitions over the last 20 years

+ Target within 90 days, acquired products brought into UplandOne model

What We Look For



Financial Profile
Revenues in the $5-$25 Million Range



Recurring Revenue Base
Renewal Rates > 90%



Enterprise Applications
Built-for-purpose Enterprise Work Management



Geography
U.S., Canada, and E.U.

©2018 Upland Software, Inc.
upland

11 Reasons to Own UPLD

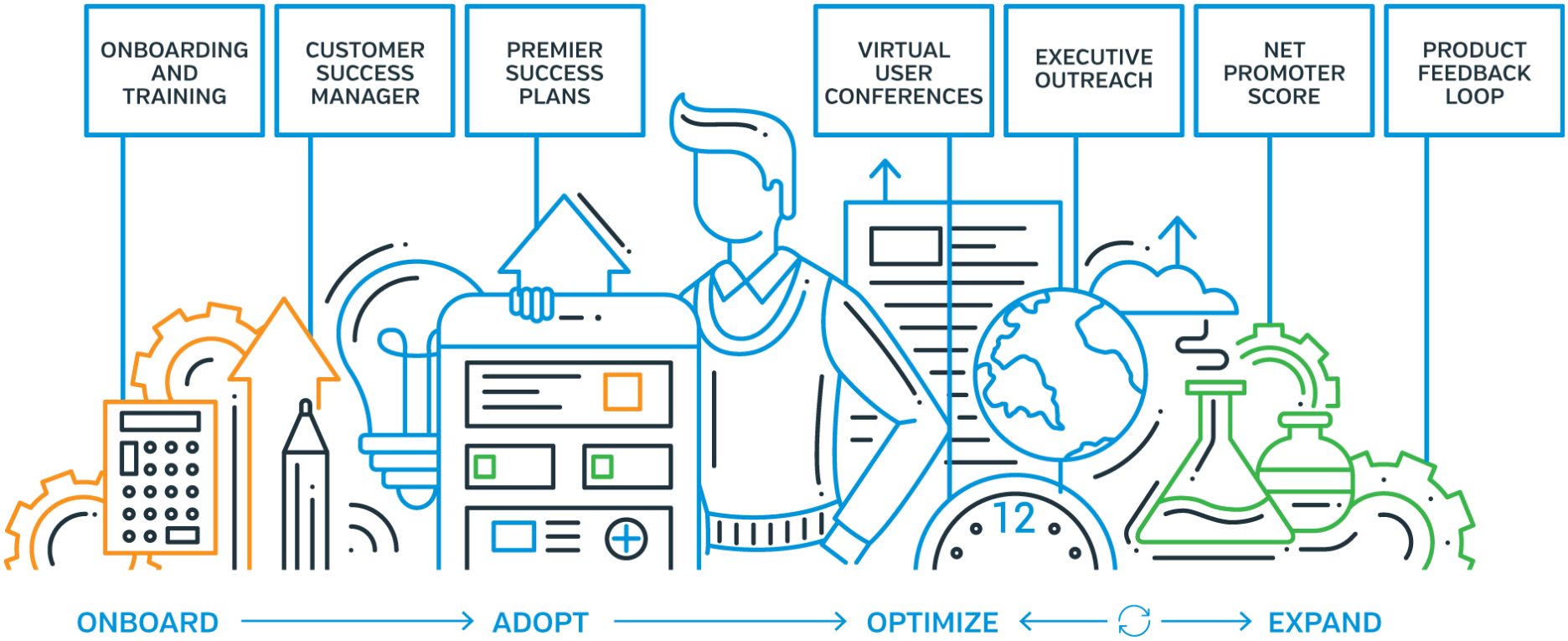
1. Acquisitive Growth Platform Company with large, accretive consolidation opportunity
2. Differentiated, scalable customer-focused operating model
3. High recurring revenue
4. High Adjusted EBITDA margins
5. Low capital intensity
6. Tax efficient vehicle
7. High Adjusted FCF conversion
8. Focus on per share value creation (Adjusted EBITDA, FCF)
9. Proven management team
10. Met/beat guidance in every quarter since IPO
11. Early innings, proven but with law of small numbers working for us

©2018 Upland Software, Inc.
upland

upland

Appendix

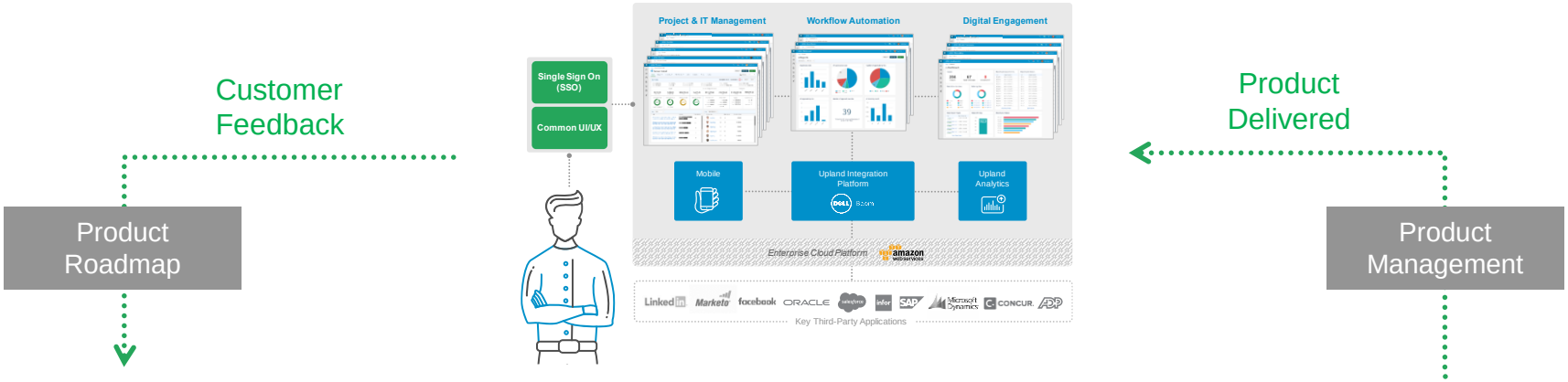
100% Customer Success Commitment



©2018 Upland Software, Inc.
upland

Upland Development Platform

Upland Product Experience Architecture



Development Platform

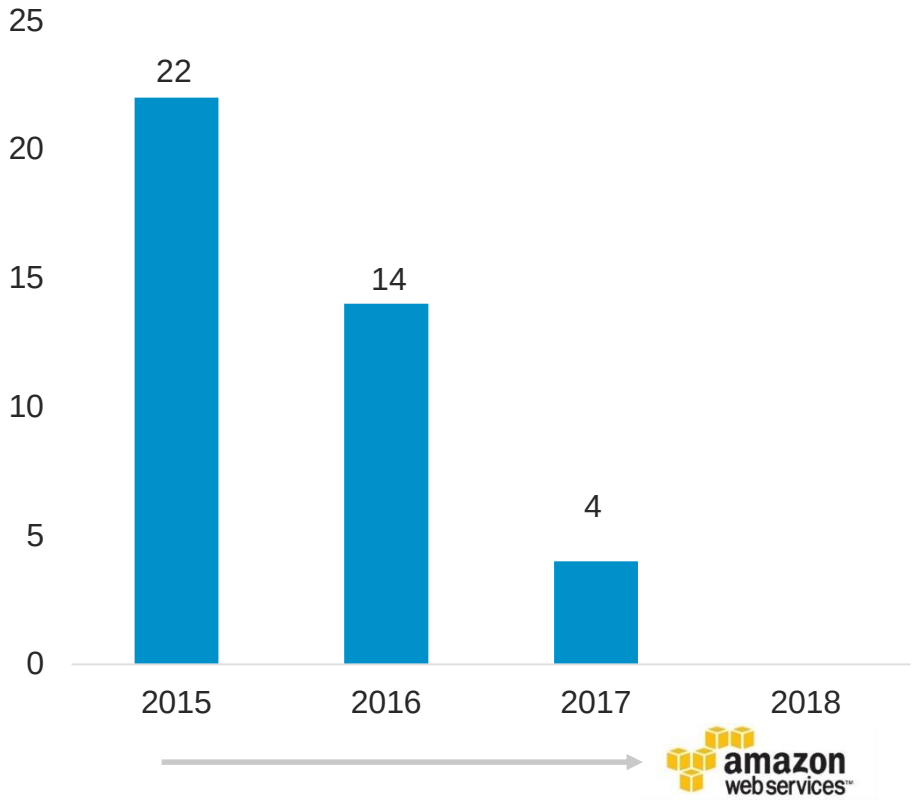
Knowledge Repository	Bug & Issue Tracking	Source Code Management	Code Quality Analysis (Every Code Submission)	Automated Unit Tests (Every Code Submission)	Automated Build	Automated Functional Testing	Automated QA Deployment	Automated Production Deployment
Confluence	JIRA	Atlassian Bitbucket	Code Insights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

DEV FACTORY

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

©2018 Upland Software, Inc.
upland

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 $3MM+ per year in capex
- Applications to be containerized for portability and optimization

Note that the table above excludes the most recent acquisition and we generally migrate acquired businesses cloud ops to AWS within 2 quarters of closing an acquisition.

©2018 Upland Software, Inc.
upland

Operating Targets (as a % of Revenue)

	Excludes Depreciation & Amortization and Stock-based compensation								
	1Q'17	2Q'17	3Q'17	4Q'17	1Q'18	2Q'18	3Q'18	4Q'18[3]	Target Model
Revenue	100%	100%	100%	100%	100%	100%	100%	100%	**100%**
Non-GAAP Gross Margin[1]	72%	72%	71%	72%	73%	74%	73%		**75%**
Research & Development	16%	16%	14%	14%	15%	13%	13%		**13%**
Sales & Marketing	15%	17%	16%	13%	14%	14%	14%		**12%**
General & Administrative	18%	15%	14%	14%	15%	14%	13%		**10%**
Adjusted EBITDA[2]	26%	29%	32%	35%	34%	35%	35%	37%	**40%**

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) See slide 26 for definition and reconciliation of Adjusted EBITDA.
(3) Adjusted EBITDA as a % of revenue based on the mid-point of our guidance range for the quarter ending December 31, 2018 as disclosed in the December 13, 2018 Form 8-K.

©2018 Upland Software, Inc.

Adjusted EBITDA Reconciliation to Net Loss

We define Adjusted EBITDA as net loss, calculated in accordance with GAAP, plus depreciation and amortization expense, interest expense, net, other expense (income), net, loss on debt extinguishment, provision for income taxes, stock-based compensation expense, acquisition-related 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:

	3Q16	4Q16	1Q17	2Q17	3Q17	4Q17	1Q18	2Q18	3Q18
Net loss	$(2.4)	$(2.0)	$(5.6)	$(5.8)	$(3.5)	$(3.8)	$(3.2)	$(5.2)	$(4.2)
Depreciation and amortization expense	2.5	2.3	2.4	2.6	3.1	3.8	4.2	5.0	5.4
Interest expense, net	0.7	0.8	0.9	1.2	2.3	2.2	2.5	3.1	3.1
Other expense (income), net	0.1	(0.4)	0.1	0.0	0.1	(0.5)	(0.3)	0.5	0.7
Loss on debt extinguishment	-	-	-	1.6	(1.6)	-	-	-	-
Provision for (benefit from) income taxes	0.3	1.0	1.0	0.2	0.4	(0.3)	0.5	0.9	0.7
Stock-based compensation expense	1.1	1.7	2.3	3.6	1.9	2.2	2.6	4.0	3.8
Acquisition-related expense	1.0	0.7	3.7	2.3	4.3	4.7	3.1	3.1	2.5
Purchase accounting deferred revenue discount	0.3	0.2	0.7	1.1	1.3	1.4	1.4	1.1	1.1
Adjusted EBITDA	**$3.6**	**$4.3**	**$5.5**	**$6.8**	**$8.3**	**$9.7**	**$10.8**	**$12.5**	**$13.1**

Source: Company information and management

©2018 Upland Software, Inc.
upland

Acquisitions



Project and IT Management

FEB 2012
PowerSteering
Program & Portfolio Management

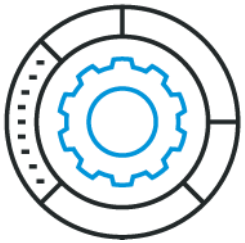
FEB 2012
Tenrox
Professional Services Automation

NOV 2012
EPM Live
Project Portfolio Management

NOV 2013
ComSci
IT Financial Management

NOV 2014
Eclipse
Project Portfolio Management

APR 2017
RightAnswers
Enterprise Knowledge Management



Workflow Automation

MAY 2013
FileBound
Document & Workflow Automation

NOV 2015
Ultriva
Supply Chain Management

MAY 2016
Advanced Processing and Imaging
Document & Workflow Automation

JAN 2017
Omtool
Document Capture & Imaging

NOV 2017
Qvidian
RFP & Sales Proposal Automation

Mar 2018
InterFAX
Enterprise Cloud Based Fax and Secure Messaging

June 2018
RO Innovation
Customer Reference & Sales Enablement



Digital Engagement

DEC 2013
Clickability
Web Content Management

DEC 2014
Mobile Commons
Mobile Engagement Management

JAN 2016
LeadLander
Website Visitor Analytics

MAR 2016
HipCricket
Mobile Engagement Management

JUL 2017
Waterfall
Mobile Engagement Management

OCT 2018
Rant & Rave
Customer Engagement

Dec 2018
Adestra
Email Marketing

©2018 Upland Software, Inc.
upland

Project & IT Management

Upland's Project & IT Management product family enables you to manage your organization's projects, knowledge, professional workforce, and IT costs.

Product	Solution	Who It Helps and How	Primary Industries	Key Competitors	Why We Win
EclipsePPM	Project & Work Management	Helps **business leaders and project managers** to drive project execution, management, and prioritization while improving resource utilization, communication, and collaboration among stakeholders, project managers, resource managers, and team members.	Healthcare, Education, Government, Manufacturing, Software, Business Services	Changepoint Microsoft workfront clarizen	• Use-case specific configurations • Breadth of standard feature-set • Ease and speed of implementation
PowerSteering	Project Portfolio Management (PPM)	Provides **business leaders and PMO's** with a highly configurable top-down cloud-based PPM solution to optimize complex project portfolios, balance capacity against demand, improve financial-based decision making, and align execution of projects to strategy and objectives across large organizations. Uniquely tailored for a variety of use-cases including Lean Six Sigma, Project Management Office (PMO), New Product Development, IT Management, and M&A Management.	Banking & Finance, Healthcare, Manufacturing, Government, Food & Beverage	Changepoint PLANVIEW Innotas by planview	• Better visibility and reporting • Platform power and flexibility • Strong implementation and support services
Tenrox	Professional Services Automation (PSA)	Gives **professional and business services teams and finance departments** a centralized yet configurable platform to manage their core business operations including project management, resource optimization, project accounting, time and expense management, and billing and revenue recognition. Adapts easily to existing business, finance, and operations processes.	Business Services, Software, Healthcare, Government, Manufacturing, Staffing Services, Financial Services	Changepoint FinancialForce NETSUITE | OpenAir	• Out-of-the box integrations • Better fit for MSFT environments • Advanced Timesheet features
Timesheet	Time & Expense Management	Provides **professional and business services teams** with a cloud-based timesheet and expense reporting system, with full mobile capabilities, certified, out-of-the-box integrations to leading financials, HR, CRM, and other enterprise systems. Automates project time and attendance for payroll, project costing, and client billing.	Corporate Services, Technology, Healthcare	REPLICON DOVICO HARVEST Journyx	• Out-of-the-box integrations • Configurable timesheet template designer • Robust reporting

©2018 Upland Software, Inc.

Project & IT Management

Upland's Project & IT Management product family enables you to manage your organization's projects, knowledge, professional workforce, and IT costs.

Product	Solution	Who It Helps and How	Primary Industries	Key Competitors	Why We Win
RightAnswers	Knowledge Management (KM) for IT Support	Provides **IT support teams** with a centralized cloud knowledge hub to power IT support delivery: live contact agents, web and mobile self-service, and social communities. Knowledge-Paks® library of technical support knowledge provides more than 90,000 solutions for the most commonly used off-the-shelf software applications.	Large Enterprise IT Support	KANA. mindtouch eGain comaround	• Customer Success team • Ease of use • Enterprise scalability • Features for support and self-service • Cost savings
ComSci	IT Financial Management (ITFM)	Helps **IT financial leaders, business unit leaders, and shared services organizations, like IT & Telecom**, manage and communicate the cost, quality, and value of the services they deliver to the enterprise. Enables collaborative planning and budgeting between IT & Telecom and the lines of business they support, and enables continuous improvement initiatives that drive business transformation.	Large Enterprises in Banking, Finance, Healthcare, and Manufacturing	NICUS APPTIO DIGITALFUEL servicenow	• Managed service delivery model • Customer success • Powerful Telco billing capabilities

©2018 Upland Software, Inc.

Workflow Automation

Upland's Workflow Automation product family enables you to streamline, optimize, automate and secure document-intensive business processes across your enterprise and supply chain.

Product	Solution	Who It Helps and How	Primary Industries	Key Competitors	Why We Win
FileBound	Document & Workflow Automation	Provides **IT and process owners** in departments like Accounts Payable, Human Resources and Contracts Management with a user-friendly, powerful end-to-end cloud solution for workflow automation and document & forms management with robust analytics and mobile capabilities. Automates repetitive manual workflows and improves the way work flows through the enterprise.	Banking & Finance, Legal, Healthcare	M-Files, Docuware, OnBase by Hyland, Laserfiche, Lexmark	• Workflow capabilities • Strong partner network • Cloud offering • Implementation timeframe/ROI
AccuRoute	Secure Document Capture & Fax	Empowers secure document process automation for **IT and process owners** through distributed document capture from a variety of sources. All-in-one software platform for enterprise-class secure capture, data extraction and fax that automates document-driven workflows and streamlines business processes.	Banking & Finance, Healthcare, Manufacturing, Government, Business Services, Utilities & Energy, Retail	ADLIB, Ras, PSIGEN software inc., kwiktag, EMC² CAPTIVA, Ephesoft, NUANCE	• Robust vertical-focused functionality • Scalability, supportability, integrations, customizable • HP partnership
Ultriva	Supply Chain Visibility, Collaboration & Execution	Provides **manufacturing plants, suppliers, and manufacturing customers** with a cloud-based single-source platform enabling collaboration with suppliers, sister plants, component manufacturers, distributors, and customers, all in near real-time.	Industrial & Diversified Manufacturing, Healthcare, Aerospace & Defense, Energy, Automotive, Electronics, Sporting Goods, Consumer Package Goods	SAP, Microsoft Dynamics, ORACLE, kinaxis, synchrono, infor, eBECS, Manhattan Associates	• Comprehensive e-Kanban functionality • SaaS offering • Speed of implementation • Execution and analytics

©2018 Upland Software, Inc.
upland

Workflow Automation

Upland's Workflow Automation product family enables you to streamline, optimize, automate and secure document-intensive business processes across your enterprise and supply chain.

Product	Solution	Who It Helps and How	Primary Industries	Key Competitors	Why We Win
Qvidian	RFP & Sales Proposal Automation	Provides **sales and sales operations** with intelligent workflows through a highly secure and scalable proposal automation solution. Helps organizations access and manage their content, collaborate and create documents, and track and measure outcomes.	Business Services, Financial Services, Insurance/Healthcare, Technology, Telecommunications	springcm, PandaDoc, OCTIV, SAVO, rfpio, PROPOSAL, Conga, Loopio, SEISMIC	• Solution breadth • Deep integration with sales force automation • Ease of use • Professional services
InterFAX	Cloud Fax & Secure Document Distribution	Enables **IT, process owners and end-users** to communicate easily and more cost-effectively through use-case specific, secure document distribution and enterprise cloud fax capabilities that are fully compliant with numerous vertical specific regulations such as HIPAA, PCI and GDPR.	Financial Services, Retail Branch Communications and Loan Processing, Healthcare, Travel, Food Delivery	RingCentral, eFax, CONCORD TECHNOLOGIES, twilio, myfax, FAXAGE, INNOPORT	• No equipment, software or installation (SaaS offering) • Anytime, anywhere usage • Easy configuration • Guaranteed service continuity • Secure & compliant
RO Innovation	Customer Reference & Sales Enablement	Helps **Customer Success, Sales, and Marketing** personnel create, deploy, manage, and measure customer reference and sales enablement content, turning the advocacy of satisfied customers into highly effective sales assets.	Business Services, Technology, Telecommunications, Security	point of reference, influitive, CustomerAdvocacy.com	• Enterprise Class Solution • More flexible and lower TCO • Technology agnostic

©2018 Upland Software, Inc.

Digital Engagement

Upland's Digital Engagement product family enables you to effectively engage with your customers, prospects, and community via the web and mobile technologies.

Product	Solution	Who It Helps and How	Primary Industries	Key Competitors	Why We Win
Clickability	Web Content Management (CMS)	Gives **marketing teams and content publishers** a powerful and flexible platform to publish and manage content globally, personalize customer experiences, integrate campaigns across multiple channels, and swiftly implement new marketing initiatives.	Software & Hardware, Media & Entertainment, Manufacturing, Utilities, Insurance	sitecore, Adobe, Acquia	• Completeness of solution including strong personalization • Accelerated time-to-market • TCO
LeadLander	Website Visitor Analytics & Reporting	Provides **sales, marketing, and business development teams** with specific details about each person visiting your website and their trail throughout your site. Generates instant email alerts when tagged companies visit your site plus daily and weekly visitor summaries.	Used across industries by sales, marketing, and business development teams.	visualvisitor, KickFire, LEAD FORENSICS, visitortrack	• Ease of use • Support • Value/Insights
Mobile Messaging	Enterprise Mobile Messaging & SMS (A2P SMS)	Provides **communications teams, marketers, and program managers** with an enterprise class platform for planning, executing, managing and analyzing complex mobile messaging campaigns.	Healthcare, Government, Business Services, Non-Profits and Advocacy, Consumer Brands, Media & Entertainment	mGage, vibes, voxiva	• Enterprise-grade platform with strong CRM capabilities • Open API • Domain expertise

©2018 Upland Software, Inc.

Digital Engagement

Upland's Digital Engagement product family enables you to effectively engage with your customers, prospects, and community via the web and mobile technologies.

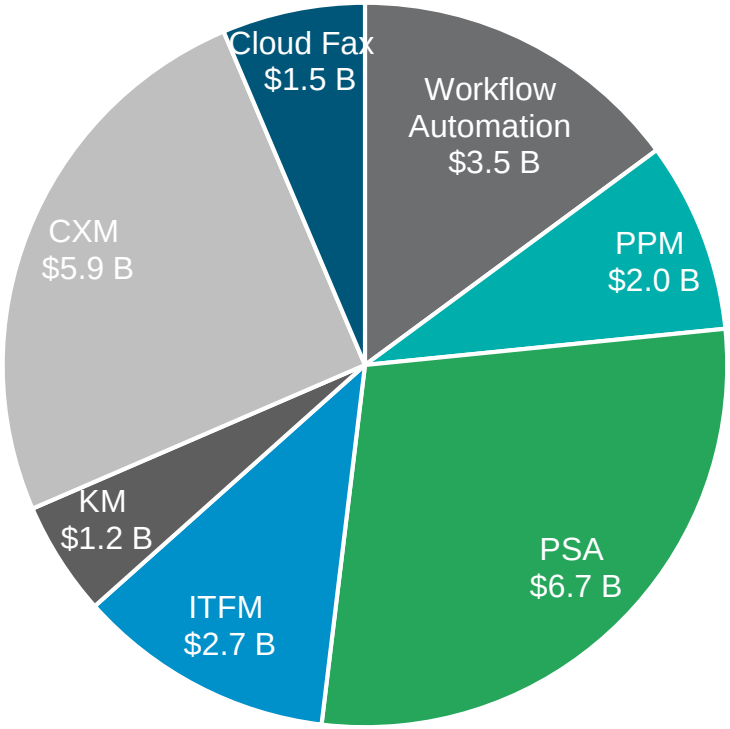
Product	Solution	Who It Helps and How	Primary Industries	Key Competitors	Why We Win
Rant & Rave	Cloud-Based Customer Engagement	Enables **customer support, customer engagement, and marketing teams** to capture, analyze, and act on real-time customer and employee feedback across multiple channels including SMS/mobile, email, web, and social media.	Energy, Utilities, Retail, Hospitality, Entertainment, Finance, Business Services, Telecommunications, Managed Services, Transportation, Logistics	qualtrics, smg, FORESEE, Qlearsite	• Ability to turn customer emotion into customer success • Capture customer sentiment across multiple channels • Optimizes Customer Success performance
RightAnswers	Knowledge Management (KM) for Customer Service	Provides **call center teams** with a centralized cloud knowledge hub to power all contact channels for customer service: live customer contact agents, web and mobile self-service and social communities. User-friendly templates enable every member of your organization to contribute to the knowledge base.	Large Enterprise Call Center for Customer Service	mindtouch, eGain, comaround, KANA.	• Customer Success team • Ease of use • Enterprise scalability • Features for support and self-service • Cost savings
Adestra	Email Marketing Solution	**Provides sales, marketing, and business development teams** with the technology, skills, and support to understand their individual customers and engage them with relevant, timely and effective communications.	Media & Publishing, Channel & Agency, Retail, Non-profit, Travel	ORACLE RESPONSYS, COMMUNICATOR, dotmailer, salesforce, MAROPOST, LISTRAK	• Ease of use • Operational scale • Unrivalled global support • Outstanding performance metrics

©2018 Upland Software, Inc.

Total Addressable Market $23.5B

Workflow Automation $5.0B

Customer Experience $5.9B



Project and IT Management $12.6B

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.
Apptio S-1, *https://www.sec.gov/Archives/edgar/data/1419625/000119312516693063/d76087ds1.htm*
Business Process Management (BPM) Cloud, Mobile, and Patterns: Market Shares, Strategies, and Forecasts, Worldwide, 2014 to 2020, Wintergreen Research, 2014.
http://www.allstarss.com/blog/studies-reveal-massive-market-growth-potential-in-business-process-automation-software/
http://wintergreenresearch.com/reports/Business%20Process%20Management.htm,
https://www.marketwatch.com/press-release/global-knowledge-management-market-analysis-size-share-growth-trends-forecast-2016-2025-with-an-expected-cagr-of-22--researchandmarketscom-2018-08-03
Arizton Advisory & Intelligence. "Online Fax Market Global Outlook and Forecast 2017−2022," October 2017.
http://www.marketsandmarkets.com/Market-Reports/customer-experience-management-cem-market-543.html

©2018 Upland Software, Inc.

upland

Sales and Marketing

High-touch low-cost demand engine targets installed base. Customer Success teams focus on renewals, expansion, Premier Success Plans, cross-sell, and NPS improvements.

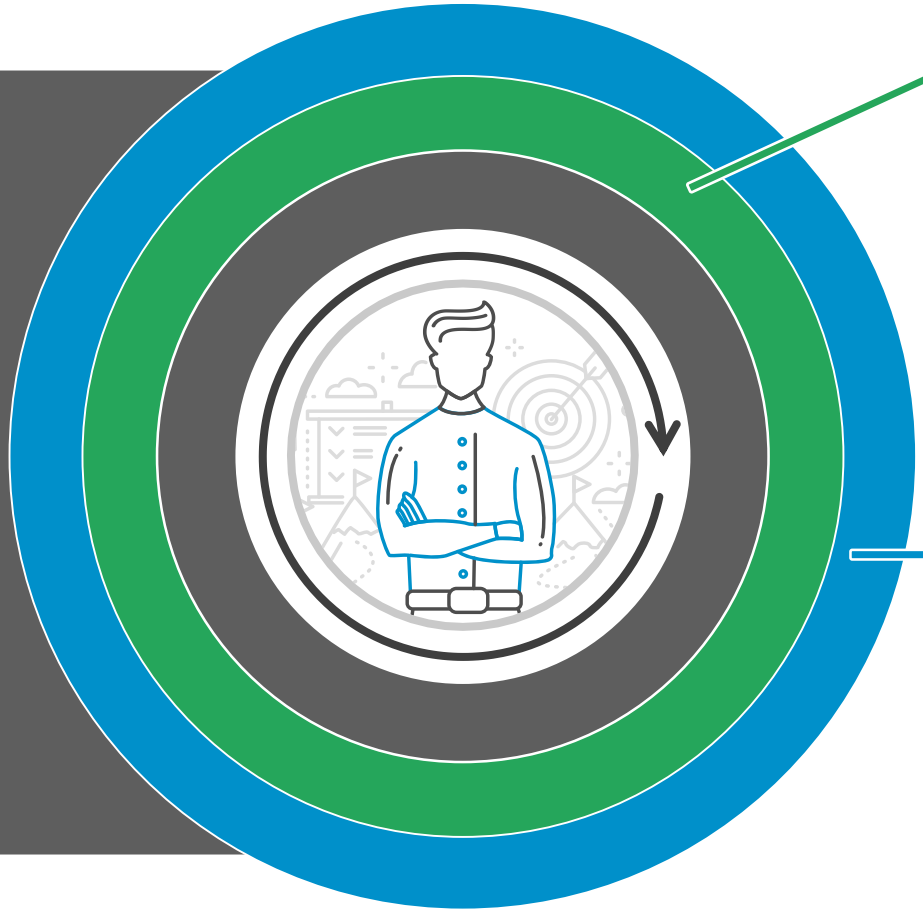
CUSTOMERS

9,000+ Customers

1,000,000+ Users

100% NDRR Target

Strong NPS



ADVOCATES

Customer Success

- Executive Outreach
- Customer Success
- Renewals
- Marketing

PROSPECTS

Demand Engine

- Field/Inside Sales
- Solutions Consultants
- Account Development
- Marketing

©2018 Upland Software, Inc.
upland