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Upland Overview

January 2020

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," “assume,” “assumption,” “forecast,” "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 generate adequate cash flows from our business; our ability to attract and retain customers; our ability to deliver high-quality customer service; lack of demand growth for our applications; our ability to effectively manage our growth; our ability to continue to consummate and integrate acquisitions and mergers; our ability to manage and predict costs related to our acquisition program; our ability to maintain 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 15, 2019. 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.

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Upland Management Team



Jack McDonald

Founder, Chairman, and CEO

+ **Serial entrepreneur,** winner of E&Y Entrepreneur of The Year™ Award
+ Led **two successful NASDAQ IPOs** (UPLD + PRFT)
+ Created **>$2BN** in shareholder / enterprise value across companies
+ **Led PRFT** (1999 – 2010) from startup to **$250MM** global IT consulting leader
+ **Consistent value creation track record** as public company Chairman / CEO
+ Executed as CEO over **45** successful technology acquisitions
+ Raised **$1B+** in equity and debt across 3 companies

PERFICIENT · BLOCKBUSTER · Skadden



Mike Hill

CFO

+ Member of **Upland founding team**
+ **CFO of Perficient** (NASDAQ: PRFT) (2004-2007) **from $30MM to over $200MM** annual revenue run-rate
+ **Consistent value creation track record** as public company CFO
+ Executed as CFO **>30** successful technology acquisitions across 3 companies
+ Raised **$1B+** in equity and debt across 3 companies
+ Started career at **Ernst & Young LLP** (1991 – 1999)
+ BBA from University of Texas

PERFICIENT · EY · TEXAS The University of Texas at Austin

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Company Overview

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Investment Highlights

- Leading Enterprise Work Management Cloud for automated and integrated workflows
- Attractive market opportunity driven by cloud, digital transformation, and VC investment tailwinds
- Growth flywheel: Product + Operating + M&A Platforms
- UplandOne operating platform provides unique and proven ability to execute and scale
- High growth, high recurring revenue, high margin model
- Capital and tax efficient for accretive profitable growth
- Experienced management team driving value creation through prudent capital stewardship

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Upland Software at a Glance

UPLD
Russell 2000 Index



$25B
TAM



HQ Austin, TX
Started 2012

1,000,000+
Global Users

9,000+
Customers

1,500+
Major Accounts
(>$135k Avg. ARR)

$259MM(1)
Annual Rev Run-rate
>93% Recurring

49%(2)
Revenue
Growth

$99MM(3)
Adjusted
EBITDA
Run Rate

98%(4)
Net
DRR

21
Consecutive
Quarters of
Meet or Beat

25
Acquisitions
to Date

$127MM
Revs via Acquisitions
Over the Last 2 years

Source: Company information and management
(1) Based on the gross annualized run-rate of total revenue as disclosed in the November 7, 2019 press release.
(2) Year-over-year recurring revenue growth rate for the year ended December 31, 2019 as disclosed in the November 7, 2019 press release.
(3) Adjusted EBITDA annualized run rate as disclosed in the October 7, 2019 press release after getting the most recent acquisitions in model. See Appendix for definition and reconciliation of Adjusted EBITDA..
(4) As disclosed in the March 7, 2019 Form 8-K and March 15, 2019 Form 10-K. Upland defines annual net dollar retention rate (NDRR) as of December 31 as the aggregate annualized recurring revenue value at December 31 from those customers that were also customers as of December 31 of the prior fiscal year, divided by the aggregate annualized recurring revenue value from all customers as of December 31 of the prior fiscal year. This measure excludes the revenue value of uncontracted overage fees and on-demand service fees.

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Upland's Enterprise Work Management Solutions

Cloud-Based Solutions That Automate and Integrate Enterprise Workflows

Cloud	**Customer Experience Management Cloud**	**Enterprise Sales & Marketing Cloud**	**Project & IT Management Cloud**	**Document Workflow Cloud**
Value	**Orchestrate Customer Journeys** by delivering multi-channel, personalized conversations across the entire customer journey	**Synchronize Revenue Teams** by optimizing the way sales and marketing engage from initial lead to customer advocacy	**Deliver Cost Transparency** by aligning business strategy with projects, IT, and human capital	**Streamline Volume Processes** by securely digitizing and automating document workflows
Solutions	Mobile Messaging Email Marketing Voice of Customer Knowledge Management Contact Center Productivity	Customer Revenue Optimization RFP Automation Customer Advocacy Content Operations Marketing Automation	IT Financial Management Telecom Expense Management Project & Portfolio Management Professional Services Automation	Secure Document Capture & Fax Enterprise Cloud Fax Document and Workflow Automation

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Upland's Enterprise Work Management Solutions

Cloud-Based Solutions That Automate and Integrate Enterprise Workflows

Cloud	Customer Experience Management Cloud	Enterprise Sales & Marketing Cloud	Project & IT Management Cloud	Document Workflow Cloud
Use Cases	Contact Center, IT Support, B2C Marketing, Publishing & Media Audience Development, Revenue Teams	Revenue Teams, B2B Marketing, Professional Services, Business Services, Customer Success, Contact Center	IT Finance, Project Management Office, Professional Services, Services Departments, Finance	IT, Accounts Payable, HR, Contracts Management, Business Services, Healthcare, Legal, Customer Success, Sales, Marketing
Customers	American Red Cross, Keurig Dr Pepper, cineworld, iHeart Radio, BIC graphic, HBO, GE, Coca-Cola, Jaguar, Land Rover, GAP, 7-Eleven, World Market, HSBC, Crate&Barrel	Deloitte, accenture, Hewlett Packard Enterprise, Microsoft, citi, Morgan Stanley, HSBC, Wells Fargo, IBM, cisco, salesforce, DELL EMC, verizon, AVAYA, Telefónica, SAP	Pfizer, PEPSICO, Johnson Controls, Ahold Delhaize, ESTÉE LAUDER, Stop&Shop, TENNECO, Goldman Sachs, Memorial Sloan Kettering Cancer Center, CAT, Sysco, Abbott, RBC, jda., AUTODESK, Marriott	GRUBHUB, extended STAY AMERICA, Travelodge BY WYNDHAM, REVLON, Canon, BlueCross BlueShield of Kansas City, Rosetta Stone, parmalat, Interflora, Cigna, Mount Sinai, McKESSON, Credit Suisse, US bank, P&G, Disney

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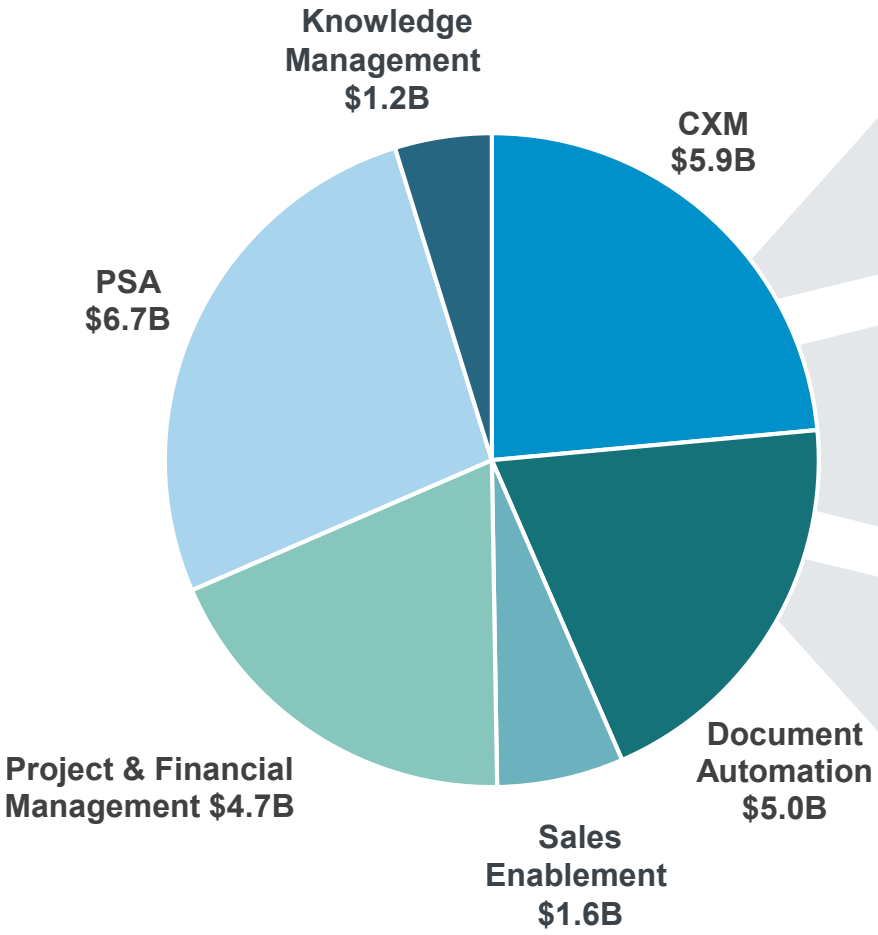
$25B+ Market Driven by Secular Tailwinds



1 Digital Transformation

Need for automated solutions that are **scalable** and **integrated**, versus siloed and manual

2 Transition to Cloud

Still early innings in the **digital transformation** of the **enterprise**, driving productivity across every department

3 Wave of VC Investment

VCs investing **tens of billions of dollars annually in Cloud**, creating a **healthy pipeline of targets for Upland**

Sources: Gartner Magic Quadrant for Cloud-Based IT Project and Portfolio Management Services; Grand View Research Professional Service Automation (PSA) Software Market Size & Analysis; Apptio S-1; WinterGreen Research Business Process Management (BPM) Cloud, Mobile, and Patterns; Research & Markets Global Knowledge Management Market Analysis, Size, Share, Growth, Trends & Forecast; Markets & Markets Customer Experience Management Market Global Forecast; Aragon Research Sales Engagement Platform Forecast; Arizton Advisory & Intelligence Online Fax Market Global Outlook and Forecast 2017–2022.

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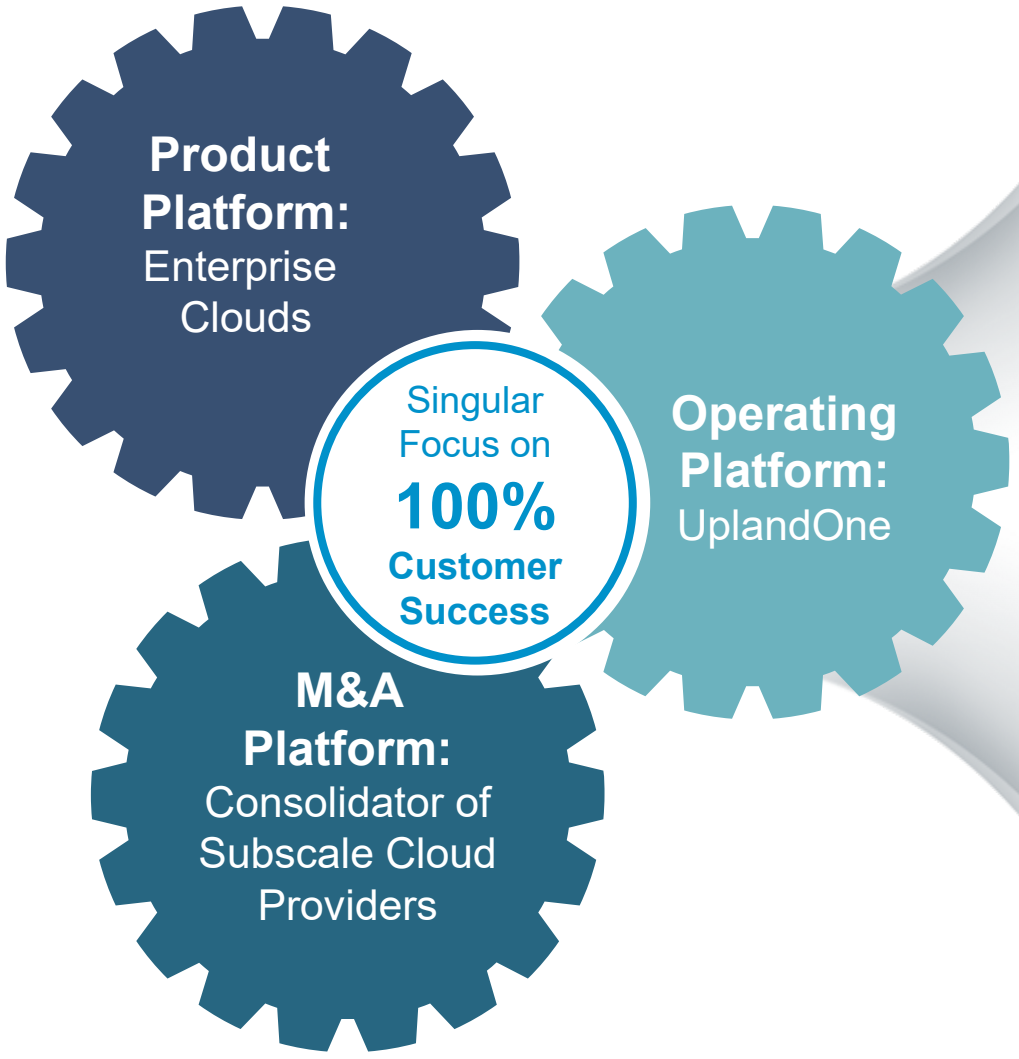
3 Key Drivers of the Upland Growth Flywheel



- ✓ **Acquire thematic, proven cloud products with blue chip customers at highly accretive multiples**
- ✓ **Professionalize operations via transformation playbook, increase margins + customer satisfaction**
- ✓ **Drive expansion revenue across our 9,000+ customers through growing enterprise salesforce**

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UplandOne = A Better Way to Run a Software Business

1. **100% Customer Success Culture**
   Proven, programmatic, efficient customer outreach and account management
2. **Enterprise Grade Delivery**
   Global 24/7 customer support + PSO + AWS
3. **Analytics and Automation**
   Hyper-efficient and responsive R&D
4. **Customer-Driven Product Innovation**
   Customer needs guiding both R&D and M&A initiatives
5. **Outsourcing and Offshoring**
   Tap global labor markets, staff with stars at fraction of price

Satisfied Customers

98% *Net Dollar Retention Rate*[(1)]

Higher Margins

37% *Adjusted EBITDA margin*[(2)]

Unique Ability to Execute and Scale

(1) As disclosed in the March 7, 2019 Form 8-K and March 15, 2019 Form 10-K.
(2) Adjusted EBITDA as a % of revenue based on the midpoint of our guidance range for the year ended December 31, 2019 as disclosed in the November 7, 2019 press release. See Appendix for definition and reconciliation of Adjusted EBITDA.

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Upland's Unified Product Platform

✓ **Integrated Platform** ✓ **Seamless Experience** ✓ **Deep Functionality** ✓ **Enterprise-Grade**

- Common UI/UX
- Single Sign On (SSO)
- Upland Analytics
- Upland Mobile
- Upland WorkCenter



Customer Experience Management Cloud

Enterprise Sales & Marketing Cloud

Project & IT Management Cloud

Document Workflow Cloud

4 Enterprise Clouds



20+ Enterprise Work Management Products

Upland Integration Platform

Integrations Powered by Dell Boomi

Enterprise-Grade Cloud Platform

Enterprise-Grade Cloud Platform

LinkedIn Marketo ORACLE salesforce infor SAP Microsoft Dynamics CONCUR ADP

Key Third-Party Applications

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Upland's M&A Platform: Target Screening Objectives



Goals and Track Record

+ Innovate through acquisition
+ Add $25-$50MM revenue run-rate per year
+ Strong reputation / pipeline
+ CEO has done over 45 successful tech acquisitions in 20 years
+ 25 acquisitions to date @ 0.9x-3.5x revs



Strategic Fit

+ Cloud-native
+ Build out solution suites
+ Solutions our existing customers want
+ Add to our Fortune 2000 and major mid-size customer base
+ US, Canada, EMEA



Financial Fit

+ $5-25MM Revenue
+ Sticky, with 90%+ NDRR
+ 70%+ Gross Margins
+ 10-15% Organic Growth
+ Average ARR per Major Account > $25K
+ 5-8x Pro Forma Adj. EBITDA(1)

Source: Company information and management
(1) See Appendix for definition of Adjusted EBITDA.

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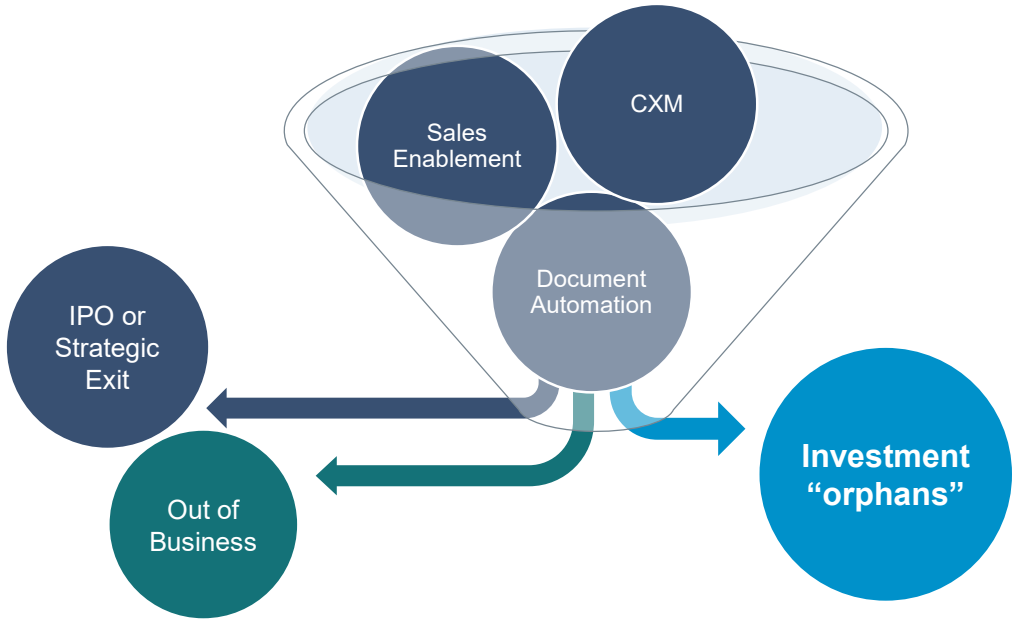
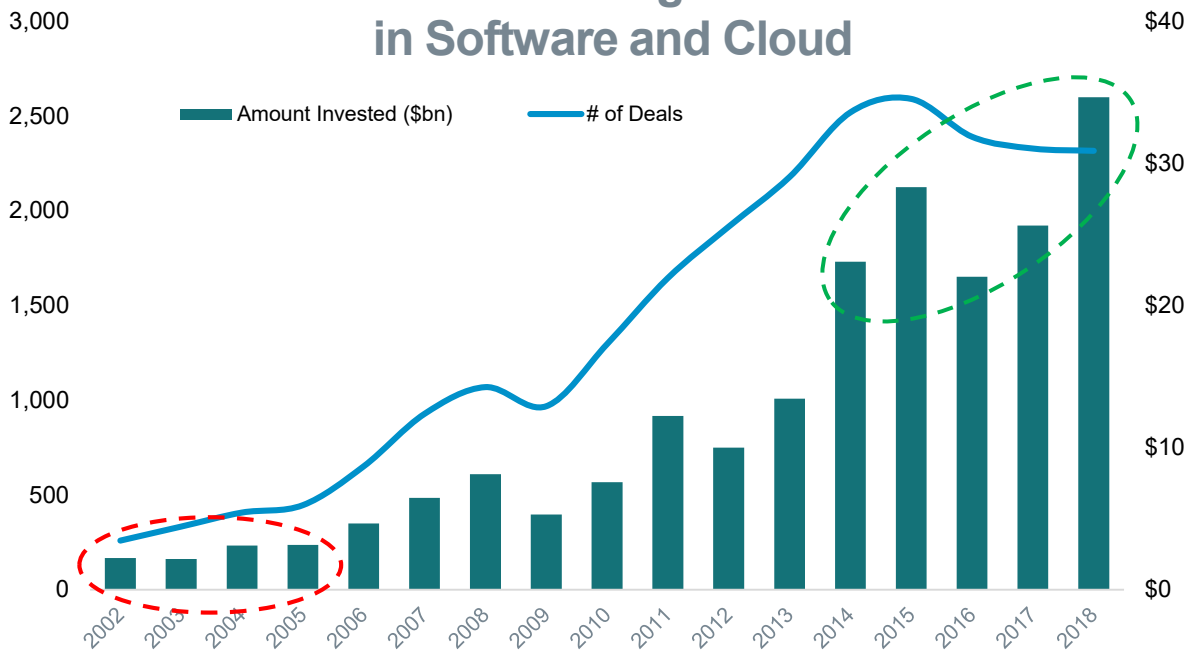
Upland's M&A Platform: Market Opportunity

Targeting "Orphaned" VC Investments



Massive and Growing VC Investment in Software and Cloud



Targeting a ***large pool of VC Cloud investments***: businesses with a proven product / market, but in need of a platform

Evergreen opportunity from continued VC Cloud investments

Growing pool of targets with ***$210 billion invested by VCs*** since 2002(1)

Majority of VC investments in Cloud have come in the ***last 5 years***

(1) PwC/CBInsights MoneyTree™ data for Q1 2002 to Q4 2018, filtered by Sector (Software and Internet) and Stage (Seed, Early, Expansion, Later Stage, or Other).

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Diversified Base of 9,000+ Customers

Building lasting and **strategic relationships** with customers

1,500+
accounts
>$135K ARR

85%+
recurring revenue from major accounts

Financial Services

BNY Mellon, Fidelity Investments, Optum, Goldman Sachs, ING, JPMorganChase, MUFG Bank of Tokyo-Mitsubishi UFJ, Raymond James, Paychex, Toyota Financial Services, Zurich, SunTrust, Wells Fargo

Government, Nonprofit, Education

American Red Cross, CUNY The City University of New York, Human Rights Campaign, National Association of Realtors, The Nature Conservancy, NYC Human Resources Administration, PETA, Planned Parenthood, Sierra Club, United States Navy

Technology

Adobe, CDW, Cisco, Dell, Ericsson, workday., GE, SAP, Siemens, Hewlett Packard Enterprise, Autodesk, acer, vmware, sage

Telecom & Media

Allured business media, Disney, FP News Papers Inc, gray, iHeart Radio, The McGraw-Hill Companies, Mc Graw Hill Education, NBC Universal, SAGE Publishing, StarTribune, Viacom, BT, Sprint, Adweek, Comcast, HBO

Manufacturing, Industrial

Abbott, CNH, Duke Energy, Emerson, HomeServe, Eaton, Ingersoll Rand, Johnson Controls, GE, PPG, Rockwell Collins, ThermoFisher Scientific

Corporate Services

ADP, CenturyLink, fiserv., hp, Ricoh, tyco, xerox

Healthcare

Cigna, McKesson, Merck, Pfizer, UnitedHealthcare Medicare Solutions

Consumer, Restaurant, Retail

AAA, Avis, Life Fitness, Marks & Spencer, Coca-Cola, Callaway Golf, Harley-Davidson Motor Cycles, Kellogg's, Nestlé, Mary Kay, MillerCoors, PepsiCo, Sargento, Cost Plus World Market, Staples, Whataburger

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Proven Ability To Drive Strategic Relationships

Cloud	Customer	Problem	Delivered	Results
Customer Experience Cloud	**Large US Retailer**	Broken customer loyalty program	Launched interactive mobile messaging campaigns using Upland's Mobile Messaging Solution	+ Expanded customer loyalty program to **>2MM subscribers** + Grew ARR from $350K to $605K from 2017-18 (**+74% CAGR**)
Enterprise Sales & Marketing Cloud	**Large European IT Services Corporation**	Low win-rates and slow RFP response times	Automated workflows and created brand-compliant RFP packages using Upland's RFP Automation Solution	+ Expanded from 100 licenses in EMEA to **>750 worldwide** + Grew ARR from $26K to $200K from 2017-18 (**+652% CAGR**)
Project & IT Management Cloud	**Large Medical Device Manufacturer**	Lost visibility of IT spending post merger	Automated and centralized project management with Upland's Project and Financial Management Solution	+ Now tracking all IT projects and resource costs for **>4,000 users** + Grew ARR from $55K to $724K from 2014-18 (**+77% CAGR**)
Document Workflow Cloud	**Global IT Services Company**	Inefficient global document management	Delivered document processing globally using Upland's Secure Document Capture Solution	+ Saving **$MM's annually** while reducing project cycle times from **2 days to 2 hours** + Grew ARR from $1.8MM to $2.5MM from 2017-18 (**+21% CAGR**)

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Experienced Management Team with Track Record of Successful Execution



Jack McDonald
Founder, Chairman & CEO

+ Leads overall strategic direction, acquisition, integration, and growth strategies



Tim Mattox
President & COO

+ Leads sales, marketing, development, operations, human resources, and product areas



Mike Hill
CFO

+ Leads Upland's finance & corporate development organizations



Kin Gill
SVP, General Counsel & Secretary

+ Oversees worldwide legal affairs and implementation of overall legal strategy



Mounir Hilal
EVP & Chief Customer Officer

+ Oversees Project & IT Management solutions and responsible for Upland's Customer Success Program



Jed Alpert
EVP & General Manager

+ Oversees CXM solutions and translates strategy and vision into marketing communications



Karen Cummings
SVP & General Manager

+ Oversees Document Automation solutions



Patrick Morrissey
SVP & General Manager

+ Oversees Enterprise Sales and Marketing solutions



Ian Burk
SVP of Integration

+ Leads integration operations and acts as transitional GM for acquired companies



Paul Miller
SVP & CMO

+ Leads core operational functions, including sales operations, business operations, and marketing



Rochelle Delley
VP of Security and Compliance

+ Leads Upland's global security and compliance policies and programs



Austin Woody
SVP of M&A and Corporate Development

+ Leads Upland's acquisitions and corporate development team



Kevin Sequeira
SVP of Product Management

+ Leads product management team and responsible for delivering customer-driven innovation across product lines



Amber Bennett
VP of Finance

+ Leads Upland's strategic and financial planning organization



Jen Verzal
VP of Human Resources

+ Leads Human Resources and responsible for building a culture of smart, positive, and creative people

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Financial Overview

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Financial Highlights

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Capital Stewardship + Value Creation

- ✓ **43% revenue growth CAGR** ('16A-'19E)[1] , now at $259MM[2] scale
- ✓ **>93% recurring revenue**, growing 49%[3]
- ✓ **98% net dollar retention rate**[4]
- ✓ **37% Adjusted EBITDA margin**[5] and growing (target 40% at scale)
- ✓ **High adjusted FCF conversion:** capital and tax efficient
- ✓ **Met or beat guidance every quarter since IPO** (21 consecutive quarters)

(1) Based on the midpoint of our guidance range for the year ended December 31, 2019 as disclosed in the November 7, 2019 press release.
(2) Based on the gross annualized run-rate of total revenue as disclosed in the November 7, 2019 press release.
(3) Year-over-year recurring revenue growth rate as disclosed in the November 7, 2019 press release.
(4) As disclosed in the March 7, 2019 Form 8-K and March 15, 2019 Form 10-K.
(5) Adjusted EBITDA as a % of revenue based on the midpoint of our guidance range for the year ended December 31, 2019 as disclosed in the November 7, 2019 press release. See Appendix for definition and reconciliation of Adjusted EBITDA.

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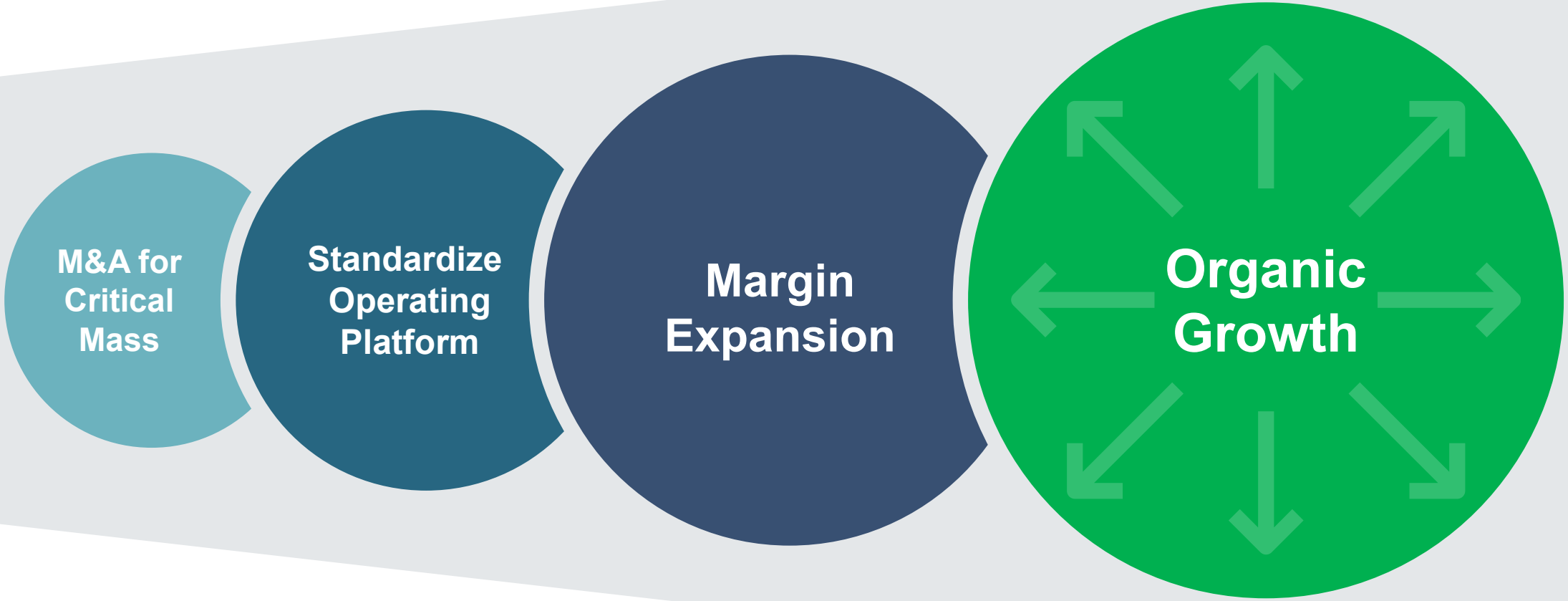
Stages of Upland's Evolution



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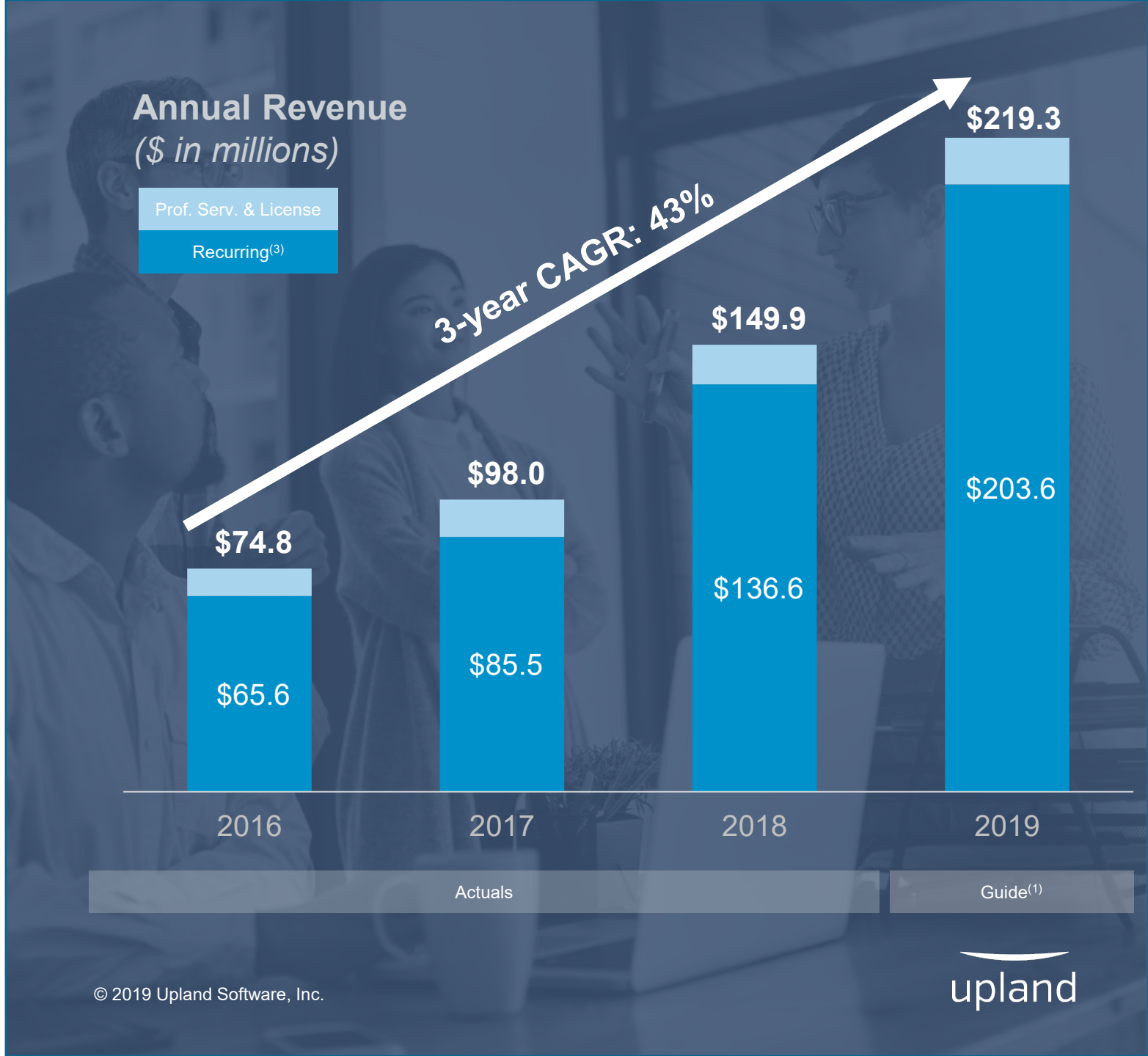
Annual Revenue Growth Trend

Growth Drivers

+ Accretive acquisitions
+ 98% net dollar retention rate(2)
+ Installed base expansion
+ Price uplift, platinum support
+ Efficient new logo acquisition



Source: Company information and management

(1) Based on the midpoint of our guidance range for the year ended December 31, 2019 as disclosed in the November 7, 2019 Form 8-K.
(2) As disclosed in the March 7, 2019 Form 8-K and March 15, 2019 Form 10-K.
(3) Recurring revenue is also known as Subscription and Support revenue.

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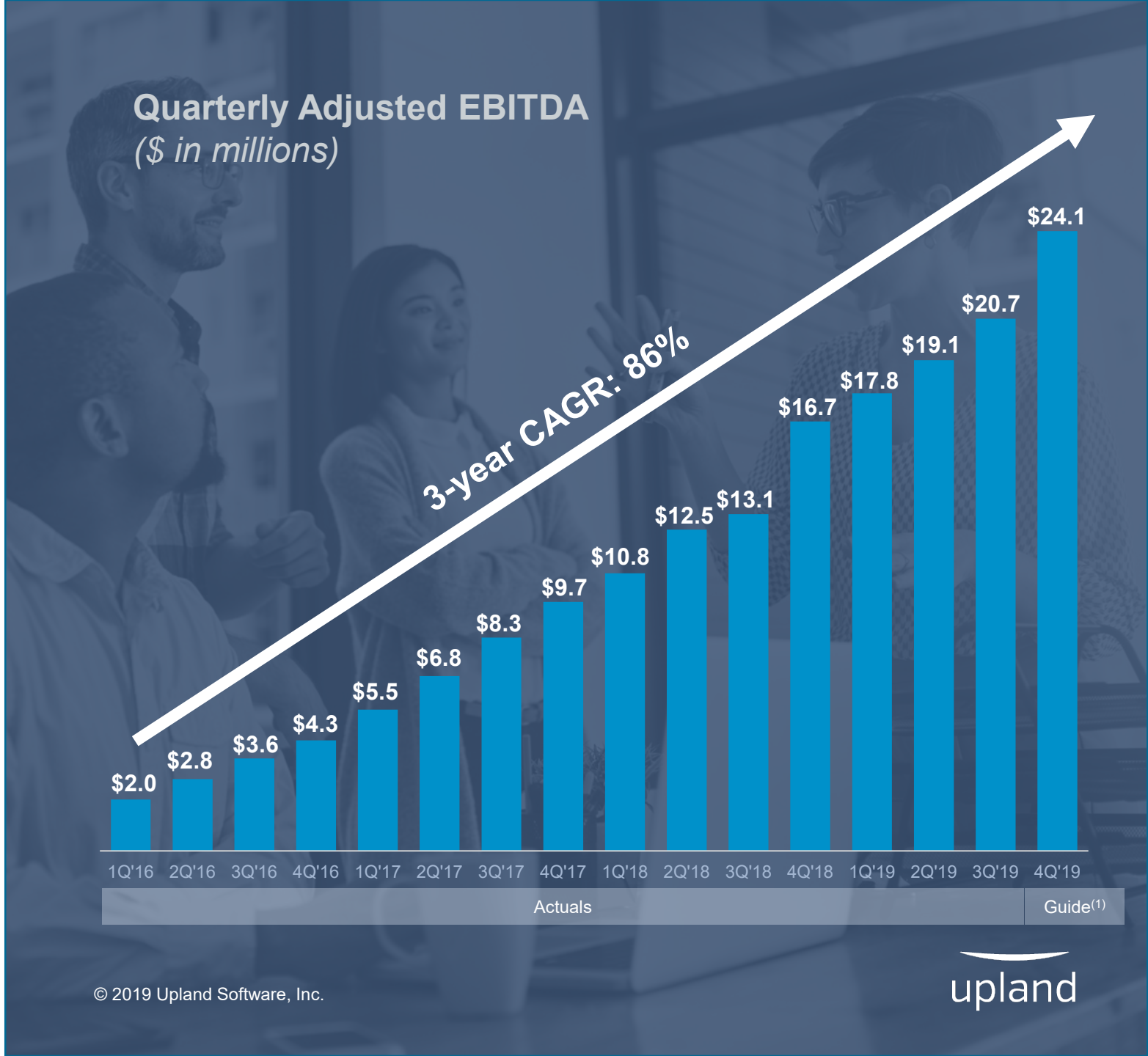
Adjusted EBITDA Growth Trend

Consistent Margin Expansion

+ Driven by UplandOne operating platform and scale efficiencies

+ Adjusted EBITDA expansion from 3% at IPO to 38% today(2)

+ Increased Adj. EBITDA margins while doubling Sales HC (past 8 quarters)



Source: Company information and management

(1) Based on the midpoint of our guidance range for the quarter ended December 31, 2019 as disclosed in the November 7, 2019 8-K.

(2) Adjusted EBITDA as a % of revenue based on the quarter ending September 30, 2019 as disclosed in the November 7, 2019 Form 8-K. See Appendix for definition and reconciliation of Adjusted EBITDA.

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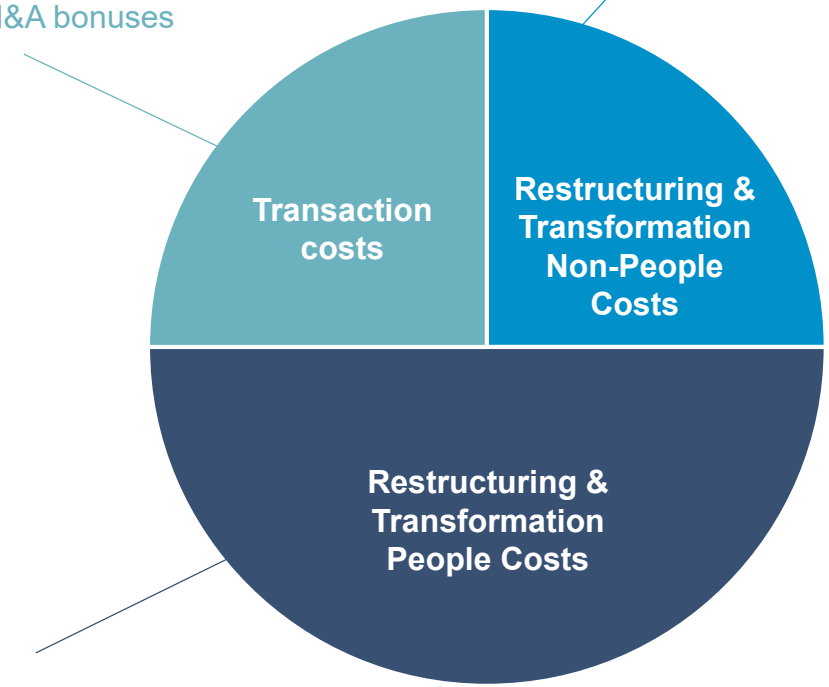
Acquisition Related Expenses Are Temporary

Example Mix of Acq Related Expenses

- Legal, accounting, tax diligence experts
- Banking fees
- Indemnity insurance
- M&A bonuses

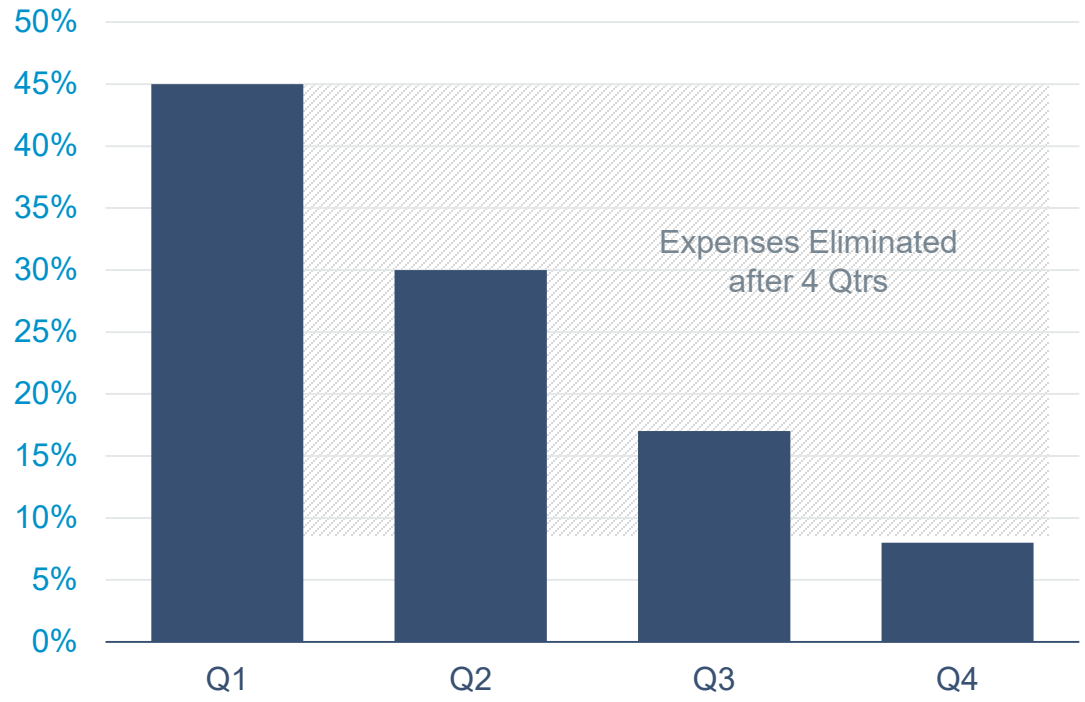
- Office lease terminations
- Vendor cancellations
- Datacenter lift & shift



- Severance
- Transitional personnel compensation
- Temporary transitional contractors
- Marketing conversions

Source: Company Information

Example Timing of Acq Related Exp on P&L for Each Acq



Note: Expense recognition timing varies based on the timing of the close of the acquisition transaction within the initial calendar quarter and when each type of expense is incurred. Examples: acquisition transaction costs are generally expensed when the acquisition closes; people costs are expensed as compensation is earned over time; severance expense is recognized in the period that termination is communicated to the employee; and lease termination costs are expensed in the period when the lease is vacated.

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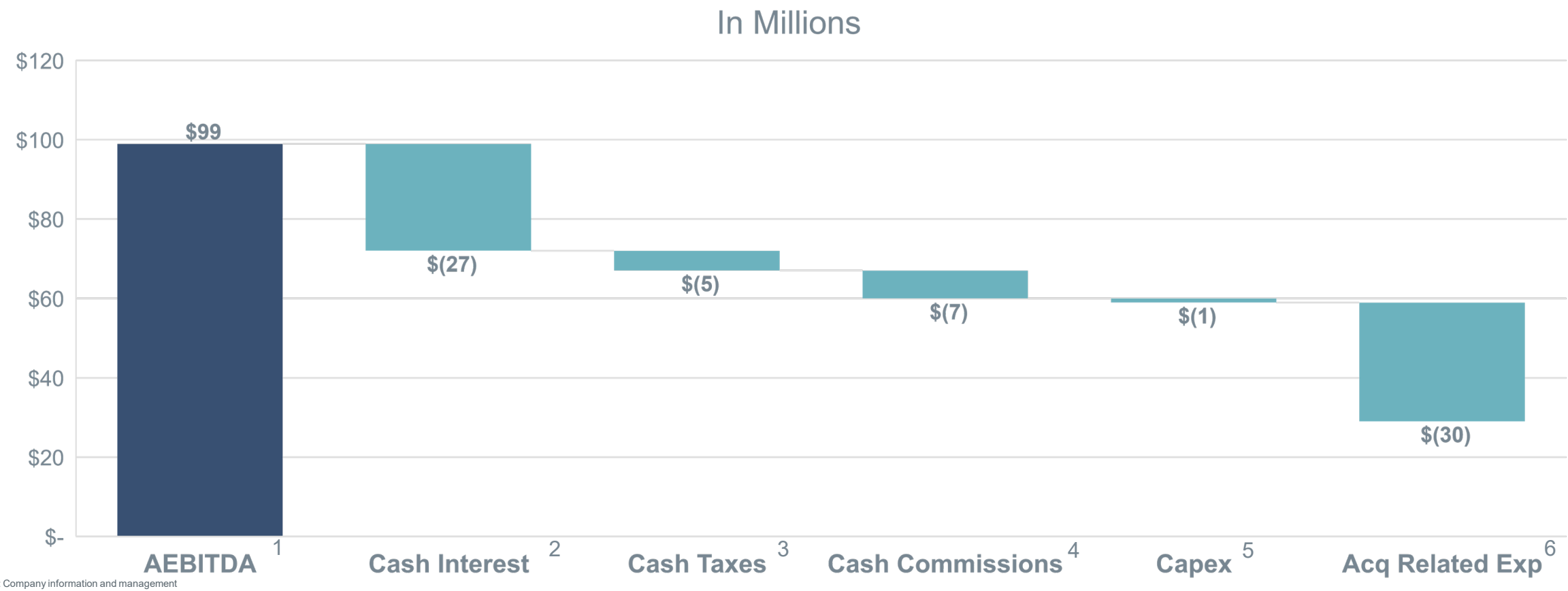
Theoretical AEBITDA to FCF Bridge



Source: Company information and management
(1) Based on the annualized run-rate of Adjusted EBITDA pro-forma for recent acquisitions after completing transformations to get the acquired businesses into model, as disclosed in the October 7, 2019 Form 8-K.
(2) Annual net cash interest based on $540MM of gross debt outstanding at 5.4% interest rate, less an estimated $2MM / year of interest income from cash on the balance sheet.
(3) Annual cash taxes estimated based on trailing twelve months as of the quarter ended September 30, 2019 and forecasting additional cash taxes for recent acquisitions.
(4) Estimated annual sales commissions to be paid, net of amortization of deferred commissions (i.e. annual increase in prepaid commissions).
(5) Annual capital expenditures for purchases of plant, property, and equipment based on trailing twelve month capital expenditures as of the quarter ending September 30, 2019.
(6) Annual acquisition related expenses estimated based on trailing twelve months as of the quarter ended on September 30, 2019 of $34.4MM and assuming $50MM of new future acquired annual total revenue run-rate resulting in an estimate $25MM of new future acquisition related expenses. However, if there are no future acquisitions then acquisition related expenses would cease by Q4'20.

Note: This chart is for illustrative purposes only, does not constitute guidance and is based on assumptions. There can be no assurance that these illustrative amounts will represent future results. For example, annual cash taxes are estimated with high level assumptions and have not been determined by bottoms-up analysis around taxable income by jurisdiction and tax NOL usage over time. Similarly, cash interest could change with debt levels, cash commissions are dependent upon levels of future bookings, capex could vary, and acquisition related expenses vary based on the size and timing of acquisitions and end by Q3'20 if acquisition activity stops.

Source: Company Information

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Organic Growth Rate

- GAAP Recurring Revenue
- Operating assets owned for full prior year comparison period, excl. divested/sunset assets
- Deferred revenue discount can inflate reported organic growth rate
- Disclosed in 10-Q/K's and tied out by external independent auditors

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 10-Q

UPLAND SOFTWARE, INC.
(Exact name of registrant as specified in its charter)

For the Three Months Ended September 30, 2019

Subscription and support revenue was $51.1 million in the three months ended September 30, 2019, compared to $33.9 million in the three months ended September 30, 2018, an increase of $17.2 million, or 51%. The acquisitions not fully in the comparative period contributed $15.3 million to the increase in subscription and support revenue after the reduction of $1.1 million purchase accounting deferred revenue discount in the three months ended September 30, 2019. Therefore, subscription and support revenue for the organic business increased by $1.9 million, or 6%.

"…subscription and support revenue for the organic business increased by $1.9 million, or 6%."

Source: Company Information

Note: Above screen shot from the MD&A Section of our Q3'19 Form 10-Q

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Adjusted EBITDA Reconciliation to Net Income (Loss)
(in Millions)

	3Q'16	4Q'16	1Q'17	2Q'17	3Q'17	4Q'17	1Q'18	2Q'18	3Q'18	4Q'18	1Q'19	2Q'19	3Q'19
Net Income (Loss)	$(2.4)	$(2.0)	$(5.6)	$(5.8)	$(3.5)	$(3.8)	$(3.2)	$(5.2)	$(4.2)	$1.8	$(7.8)	$(5.4)	$(12.3)
Depreciation and amortization expense	2.4	2.3	2.4	2.6	3.1	3.8	4.2	5.0	5.4	6.7	7.4	7.8	8.6
Interest expense, net	0.7	0.8	0.9	1.2	2.3	2.2	2.5	3.1	3.1	4.5	5.1	5.2	5.5
Other expense (income), net	0.1	(0.4)	0.1	0.0	0.1	(0.5)	(0.3)	0.5	0.7	0.8	0.8	0.7	0.2
Loss on debt extinguishment	-	-	-	1.6	(1.6)	-	-	-	-	-	-	-	2.3
Provision for (benefit from) income taxes	0.3	1.0	1.0	0.2	0.4	(0.3)	0.5	0.9	0.7	(11.9)	(0.6)	(6.1)	0.5
Stock-based compensation expense	1.1	1.7	2.3	3.6	1.9	2.2	2.6	4.0	3.8	3.8	4.6	6.9	7.2
Acquisition-related expense	1.0	0.7	3.7	2.3	4.3	4.7	3.1	3.1	2.5	10.0	7.7	9.3	7.5
Purchase accounting deferred revenue discount	0.3	0.2	0.7	1.1	1.3	1.4	1.4	1.1	1.1	1.0	0.6	0.7	1.2
Adjusted EBITDA	**$3.6**	**$4.3**	**$5.5**	**$6.8**	**$8.3**	**$9.7**	**$10.8**	**$12.5**	**$13.1**	**$16.7**	**$17.8**	**$19.1**	**$20.7**

Source: Company Information

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.

Above is a reconciliation of Adjusted EBITDA to net income (loss), the most directly comparable GAAP measure.

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Acquisitions To Date

FEB 2012	**PowerSteering**	*Project Portfolio Management*
FEB 2012	**Tenrox**	*Professional Services Automation*
NOV 2012	**EPM Live**	*Project & Work Management*
MAY 2013	**FileBound**	*Document & Workflow Automation*
NOV 2013	**ComSci**	*IT Financial Management*
DEC 2013	**Clickability**	*Enterprise Web Content Management*
NOV 2014	**Eclipse PPM**	*Project & Work Management*
DEC 2014	**Mobile Commons**	*Enterprise Mobile Messaging & SMS*
NOV 2015	**Ultriva**	*Supply Chain Management*
JAN 2016	**LeadLander**	*Website Visitor Analytics & Reporting*
MAR 2016	**Hipcricket**	*Enterprise Mobile Messaging & SMS*
MAY 2016	**API**	*Document & Workflow Automation*
JAN 2017	**Omtool (AccuRoute)**	*Secure Document Capture & Fax*
APR 2017	**RightAnswers**	*Enterprise Knowledge Management*
JUL 2017	**Waterfall**	*Enterprise Mobile Messaging & SMS*
NOV 2017	**Qvidian**	*RFP & Sales Proposal Automation*
MAR 2018	**InterFAX**	*Enterprise Cloud-Based Fax*
JUN 2018	**RO Innovation**	*Customer Reference & Sales Enablement*
OCT 2018	**Rant & Rave**	*Cloud-Based Customer Engagement*
DEC 2018	**Adestra**	*Email Marketing Automation & Analytics*
APR 2019	**Post-Up**	*Email Marketing Automation & Analytics*
MAY 2019	**Kapost**	*Content Operations Platform*
AUG 2019	**Cimpl**	*Telecom Expense Management*
OCT 2019	**InGenius**	*Contact Center Productivity*
OCT 2019	**Altify**	*Customer Revenue Optimization*

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Customer Experience Management Cloud

Orchestrate Customer Journeys

Product	Solution	Who It Helps and How	Primary Industries	Key Competitors	Why We Win
Rant & Rave	Cloud-Based Customer Engagement Solutions	Enables **contact center users** 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, Public Sector, Business Services, Telecommunications, Managed Services, Transportation, and Logistics	qualtrics MEDALLIA	• Actionable insights from real-time feedback • Industry leading sentiment engine • 'Frontline Engagement' module which gamifies agent feedback • Robust data visualization • Engagement across multiple channels
Mobile Messaging	Enterprise Mobile Messaging & SMS (A2P SMS)	Provides **communications teams, marketers, & 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, Restaurant, Retail	interactive vibes mGage REVOLUTION MESSAGING	• Enterprise-grade platform with strong CRM capabilities • Open API • Domain expertise
Adestra	Enterprise-Grade Email Marketing, Automation, & Analytics	Provides **marketing teams** with enterprise-grade customer engagement technology that brings together email, marketing automation, and customer data and analytics into a powerful solution.	Restaurant and Retail, Travel, Media and Publishing, and Nonprofits	Adobe Marketing Cloud salesforce marketing cloud selligent MARKETING CLOUD	• Industry leading support • Configurable platform meets nearly any organization's requirements • Simple visual automation tool • Powerful campaign & email editor
Clickability	Enterprise Web Content Management (CMS)	Gives **marketing teams & 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	Drupal™ Acquia Adobe frankly data sitecore	• Completeness of solution including strong personalization • Accelerated time-to-market • TCO
PostUp	Email and Audience Development	Provides **publishing & media brands** with world class strategic services that drive business outcomes, a platform for email audience growth, collection and analysis of first party data, and email automation.	Publishing & Media	SAILTHRU salesforce marketing cloud bouncex	• Deep understanding of publishing and media business models, pain points • Audience development aligns with client goals • Core platform optimized for publishers • Integrates with existing client technology
Kapost	Content Operations for Sales & Marketing	Unites **revenue teams** to speak in one voice across the customer journey by streamlining the content development process at scale. Provides advanced end-to-end content operations, orchestrating all stages of content planning, production, and distribution and ensures the delivery of strategic messaging in a consistent, yet personalized manner.	Technology, Manufacturing, Healthcare, Financial Services	NewsCred sprinklr opal scribble LIVE Contently	• Robust editorial planning & governance capabilities • Advanced content performance analytics • Built-in integrations • Pre-built creation and distribution templates

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Customer Experience Management Cloud

Orchestrate Customer Journeys

Product	Solution	Who It Helps and How	Primary Industries	Key Competitors	Why We Win
RightAnswers	Enterprise Knowledge Management (KM)	Provides **call center & IT support teams** with a centralized cloud knowledge hub to power all customer contact channels and IT support: 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 & IT Services, Financial Services, Education	KANA, eGain, mindtouch, comaround	• Customer success team • Ease of use • Enterprise scalability • Features for support and self-service • Cost savings
InGenius	Computer Telephony Integration (CTI)	Provides **sales and service teams** with a single pane of glass for voice interactions inside the CRM, through a solution that integrates tier-1 enterprise phone systems with enterprise CRMs like Salesforce, ServiceNow, and Microsoft Dynamics 365. Equips contact centers with the tools to increase agent productivity, while providing a better overall customer experience.	Finance & Banking, Healthcare, Manufacturing & Wholesale, Insurance, Technology, Consumer Goods, Retail, Hospitality, Entertainment.	Five9, tenfold, bucher+suter, AMC TECHNOLOGY	• Enterprise-proven stability and scalability • Easy workflow configurations • Secure infrastructure • Focused CTI expertise

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Customer Experience Management Cloud

Orchestrate Customer Journeys

Product	Solution	Key Customers	Use Cases	Key Buyers
Rant & Rave	Cloud-Based Customer Engagement Solutions		• Voice of Customer • Voice of Employee • Voice of Candidate • Customer Recovery • Contact Center Gamification • Silent Shopper	• Chief Customer Officer • Dir of Customer Success / Experience • Dir of Customer Care • Head of Customer Insights • Performance Excellence • Contact Center Director • Dir of Operations
Mobile Messaging	Enterprise Mobile Messaging & SMS (A2P SMS)		• Advocacy, Fundraising & Volunteer Engagement • Voter Registration • Media Campaigns • Consumer Insights • Exclusive Offers & Promotions or Couponing • Customer Engagement & Support • Insurance Enrollment • Appointment Reminders	• VP of Marketing/Communications • Customer Experience Manager • Digital New Media • Policy Maker • Product Manager • Dir of Outreach
Adestra	Enterprise-Grade Email Marketing, Automation, & Analytics		• Transactional, triggered email communications • Automated email marketing programs • Cross-channel marketing • Personalized one-to-one email targeting	• CMO/VP Marketing • Head of CRM • Head of Customer Acquisition • Head of Customer retention • Head of Email Marketing
Clickability	Enterprise Web Content Management (CMS)		• Internal websites • Highly complex, media-intensive websites • Sales and marketing campaigns	• CMO/VP of Marketing • CRO/VP of Sales • Online Publishers • IT
PostUp	Email and Audience Development		• Maximize email audience • Market digital subscriptions • Create custom workflows for newsletter editors • Leverage Google Analytics for use-cases • Support audience monetization • Send email at very large scale	• Chief Digital Officer • VP Revenue • VP Audience Development • VP Operations
Kapost	Content Operations for Sales & Marketing		• Content management lifecycle • Orchestrate aligned content production across all business units & target segments • Coherent customer journey • Single system of record to manage all content	• CMO/VP of Marketing • Director of Marketing Ops • VP of Systems/Technology • Director of Content

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Customer Experience Management Cloud

Orchestrate Customer Journeys

Product	Solution	Key Customers	Use Cases	Key Buyers
RightAnswers	Enterprise Knowledge Management (KM)	Allstate, Paychex, Whataburger, Duke Energy, Coca-Cola, Dignity Health, Nordstrom, Pfizer, LinkedIn	• Enterprise search to find answers in all repositories • Self-service portal to deflect calls from contact center agents • Out-of-the-box knowledge articles for IT Help Desks within the ServiceNow environment	• Director, IT Service Management • VP/Director Customer Service • VP/Director Customer Support • Director, Knowledge Management
InGenius	Computer Telephony Integration (CTI)	Expedia, Booz | Allen | Hamilton, LinkedIn, Paycor, Renault, Síminn, UWM, Veeam, Zurich	• Productivity tools for sales and service teams • Inbound and outbound call handling features for contact center agents • Call logging and performance metrics	• Call Center Director/Manager • Contact Center Director/Manager • CRM Administrator • CTO • Customer Service Director/Manager • Director, IT • Director, Sales

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Enterprise Sales and Marketing Cloud

Synchronize Revenue Teams

Product	Solution	Who It Helps and How	Primary Industries	Key Competitors	Why We Win
Altify	Customer Revenue Optimization	Helps **sales and the extended revenue team** build customer contacts, qualify deals, identify new and up-sell opportunities, and improve overall sales execution with guided selling by automating the selling process with a set of actions for sales reps and managers to follow. Combines sales strategy and best practices, sales methodology, and applications with artificial intelligence to help drive sales.	Technology, Manufacturing, Healthcare, Life Sciences, Services, Telecommunications, and Finance/Fintech	closeplan, Revegy, See the way to win, sales optimizer, Results: Smarter. Faster. Better.	• Help enterprises win opportunities that matter • Grow revenue in key accounts • Improve sales execution by aligning the extended revenue team
Qvidian	RFP & Sales Proposal Automation	Enables **professional and business services teams & finance departments** to automate the creation of RFP responses, proactive proposals, and other sales content to win more business by improving processes, productivity, and content effectiveness. Delivers intelligent workflows through a highly secure and scalable proposal automation solution.	Business Services, Financial Services, Insurance, Healthcare, Technology, Telecommunications	rfpio, Loopio, Proposal Software.com, SEISMIC, OCTIV, Xait, Qorus, OMBUD, RFP365	• Robust functionality • Security, compliance, scalability • Expert technical, professional services, and training teams • Proven history and expertise
RO Innovation	Customer Reference & Sales Enablement	Helps **customer success, sales, & 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, Financial Services, Technology, Telecommunications	point of reference, influitive	• Enterprise Class Solution • More flexible and lower TCO • Technology agnostic
Kapost	Content Operations for Sales & Marketing	Unites **revenue teams** to speak in one voice across the customer journey by streamlining the content development process at scale. Provides advanced end-to-end content operations, orchestrating all stages of content planning, production, and distribution and ensures the delivery of strategic messaging in a consistent, yet personalized manner.	Technology, Manufacturing, Healthcare, Financial Services	NewsCred, sprinklr, opal, scribble LIVE, Contently	• Robust editorial planning & governance capabilities • Advanced content performance analytics • Built-in integrations • Pre-built creation and distribution templates

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Enterprise Sales and Marketing Cloud

Synchronize Revenue Teams

Product	Solution	Who It Helps and How	Primary Industries	Key Competitors	Why We Win
Rant & Rave	Cloud-Based Customer Engagement Solutions	Enables **contact center users** 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, Public Sector, Business Services, Telecommunications, Managed Services, Transportation, and Logistics	qualtrics, MEDALLIA	• Actionable insights from real-time feedback • Industry leading Sentiment Engine • 'Frontline Engagement' module which gamifies agent feedback • Robust data visualization • Engagement across multiple channels
FileBound	Document & Workflow Automation	Provides **IT & 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, opentext™	• Workflow capabilities • Strong partner network • Cloud offering • Implementation timeframe/ROI
InGenius	Computer Telephony Integration (CTI)	Provides **sales and service teams** with a single pane of glass for voice interactions inside the CRM, through a solution that integrates tier-1 enterprise phone systems with enterprise CRMs like Salesforce, ServiceNow, and Microsoft Dynamics 365. Equips contact centers with the tools to increase agent productivity, while providing a better overall customer experience.	Finance & Banking, Healthcare, Manufacturing & Wholesale, Insurance, Technology, Consumer Goods, Retail, Hospitality, Entertainment.	Five9, tenfold, bucher+suter, AMC TECHNOLOGY	• Enterprise-proven stability and scalability • Easy workflow configurations • Secure infrastructure • Focused CTI expertise

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Enterprise Sales and Marketing Cloud

Synchronize Revenue Teams

Product	Solution	Key Customers	Use Cases	Key Buyers
Altify	Customer Revenue Optimization	CORNING, GES, OPTUM, Alcatel·Lucent, UnitedHealthcare, salesforce, Johnson Controls, Hewlett Packard Enterprise, software AG	• Enterprise account planning • Sales process management • Opportunity management	• Chief Revenue Officer • Chief Customer Officer • VP of Sales • VP Sales Operations • VP Sales Enablement • VP Customer Success
Qvidian	RFP & Sales Proposal Automation	citi, HSBC, Bank of America, WELLS FARGO, IBM, Canon, CISCO, Citizens Bank, STATE STREET, Morgan Stanley, Sprint, SAP, UnitedHealthcare, ING BANK, Fidelity	• RFP and RFI response automation • Security and due diligence questionnaires • Statements of work (SOWs) • Proactive proposals & presentations • Central, secure content library	• Proposal and RFP Managers • VP/Director of Sales • VP/Director of Sales Operations • VP/Director of Marketing
RO Innovation	Customer Reference & Sales Enablement	workday, vmware, DELL EMC, NUANCE, jda, CERIDIAN, Microsoft, FINASTRA, Marketo	• Automate customer reference fulfillment • Centralized customer advocacy database • Send & track content engagement • Readily available assets to support buyer's journey • Centralized content library	• Customer Reference/Advocacy Managers • VP Marketing • VP Sales/Sales Ops • VP Customer Success
Kapost	Content Operations for Sales & Marketing	ciena, Greenway Health, Lenovo, LogRhythm The Security Intelligence Company, Rosetta Stone, DATAWATCH, datAvail, SYNOPSYS, PHUNWARE, randstad, IBM Analytics	• Content management lifecycle • Orchestrate aligned content production across all business units & target segments • Coherent customer journey • Single system of record to manage all content	• CMO/VP of Marketing • Director of Marketing Ops • VP of Systems/Technology • Director of Content

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Enterprise Sales and Marketing Cloud

Synchronize Revenue Teams

Product	Solution	Key Customers	Use Cases	Key Buyers
Rant & Rave	Cloud-Based Customer Engagement Solutions	acer Linde, Nationwide, sage, dpd, Scottish Water, sky, Thames Water, vodafone, MISSGUIDED, npower, energy, RBS, MARKS & SPENCER, Premier Inn, VOLKSWAGEN FINANCIAL SERVICES, easyJet, extraenergy, HomeServe, CAPITA, TOYOTA FINANCIAL SERVICES, Dunelm, CALOR, BARCLAYS, Flagship Homes, BOC, Hastings DIRECT	• Voice of Customer • Voice of Employee • Voice of Candidate • Customer Recovery • Contact Center Gamification • Silent Shopper	• Chief Customer Officer • Dir of Customer Success / Experience • Dir of Customer Care • Head of Customer Insights • Performance Excellence • Contact Center Director • Dir of Operations
FileBound	Document & Workflow Automation	VANDERFIELD, St. Lucie PUBLIC SCHOOLS, Johns Creek GEORGIA, NEBRASKA DEPARTMENT OF MOTOR VEHICLES, CEDARVILLE UNIVERSITY, DELTA DENTAL, AMERICAN, Scoular	• Accounts Payable • Human Resources • Contract Management	• CFO, VP/Director of Finance, AP Director, Controller • VP/Director of Human Resources • VP/Director of Sales, VP/Director of Operations
InGenius	Computer Telephony Integration (CTI)	Expedia, Booz | Allen | Hamilton, LinkedIn, Paycor, RENAULT, Síminn, UWM, VEEAM, ZURICH	• Productivity tools for sales and service teams • Inbound and outbound call handling features for contact center agents • Call logging and performance metrics	• Call Center Director/Manager • Contact Center Director/Manager • CRM Administrator • CTO • Customer Service Director/Manager • Director, IT • Director, Sales

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Project & IT Management Cloud

Deliver Cost Transparency

Product	Solution	Who It Helps and How	Primary Industries	Key Competitors	Why We Win
PowerSteering	Project Portfolio Management (PPM)	Provides **business leaders & 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.	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
ComSci	IT Financial Management (ITFM)	Helps **IT financial leaders, business unit leaders, & 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 SOFTWARE, DIGITALFUEL, APPTIO, servicenow	• Managed service delivery model • Customer success • Powerful Telco billing capabilities
Cimpl	Telecom Expense Management (TEM)	Allows **customers** to better manage complex inventory, cost, and usage of their telecom, IT, and cloud (Enterprise Digital Footprint™) through a cloud-based, multitenant platform.	Financial Services, Government, Insurance, Manufacturing, Oil and Gas, Retail, Transportation, Utilities, Healthcare	tangoe, CALERO, mdsl, MobiChord	• Vision goes beyond telecom expense management • Focused on technology • Managed services
Eclipse	Project & Work Management	Helps **business leaders & 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, Legal, Government, Manufacturing, Software, Business Services	Innotas by planview, workfront, clarizen	• Use-case specific configurations • Breadth of standard feature-set • Ease and speed of implementation
RightAnswers	Enterprise Knowledge Management (KM)	Provides **business leaders & PMOs** with a centralized cloud knowledge hub to to encourage collaboration, keep projects on track for on-time, on-budget delivery with the highest quality, while ensuring resources and projects are aligned with corporate governance requirements.	Banking & Finance, Healthcare, Manufacturing, Government, Food & Beverage	KANA, eGain, mindtouch, comaround	• Customer success team • Ease of use • Enterprise scalability • Features for support and self-service • Cost savings

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Project & IT Management Cloud

Deliver Cost Transparency

Product	Solution	Who It Helps and How	Primary Industries	Key Competitors	Why We Win
PSA	Professional Services Automation (PSA)	Gives **professional and business services teams & 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.	IT/Management Consulting, Business/Financial Services, Software, Healthcare, Government, Manufacturing	Mavenlink, FinancialForce, Changepoint, NETSUITE, OpenAir	• Out-of-the box integrations • Better fit for MSFT environments • Advanced timesheet features
Qvidian	RFP & Sales Proposal Automation	Enables **professional and business services teams & finance departments** to automate the creation of RFP responses, proactive proposals, and other sales content to win more business by improving processes, productivity, and content effectiveness. Delivers intelligent workflows through a highly secure and scalable proposal automation solution.	IT/Management Consulting, Business/Financial Services, Software, Healthcare, Government, Manufacturing	rfpio, Loopio, Proposal Software.com, SEISMIC, OCTIV, Xait, Qorus, OMBUD, RFP365	• Robust functionality • Security, compliance, scalability • Expert technical, professional services, and training teams • Proven history and expertise
RO Innovation	Customer Reference & Sales Enablement	Helps **professional and business services teams to** automate customer reference management and accelerate new deals to grow their business.	IT/Management Consulting, Business/Financial Services, Software, Healthcare, Government, Manufacturing	point of reference, influitive	• Enterprise Class Solution • More flexible and lower TCO • Technology agnostic
Rant & Rave	Cloud-Based Customer Engagement Solutions	Enables **professional and business services teams** to capture, analyze, and act on real-time customer and employee feedback across multiple channels.	IT/Management Consulting, Business/Financial Services, Software, Healthcare, Government, Manufacturing	qualtrics, MEDALLIA	• Actionable insights from real-time feedback • Industry leading sentiment engine • Robust data visualization • Engagement across multiple channels

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Project & IT Management Cloud

Deliver Cost Transparency

Product	Solution	Key Customers	Use Cases	Key Buyers
PowerSteering	Project Portfolio Management (PPM)	Save the Children, PRAXAIR, molex, Memorial Sloan Kettering Cancer Center, Johnson Controls, PEPSICO, CHURCH PENSION GROUP	• Lean Six Sigma • Project Management Office (PMO) • New Product Development • IT Management • M&A Management	• VP Process Excellence • Director Continuous Improvement • Black Belt/Project Manager • CIO/Director of Innovation • Chief Strategy Officer/Director of Strategy • PMO Director/VP PMO • IT Director
ComSci	IT Financial Management (ITFM)	vodafone, Memorial Sloan Kettering Cancer Center, CONDÉ NAST, PPG Industries, BNY MELLON, CN, Goldman Sachs	• IT cost capture, reporting, and optimization • IT service pricing models and project financial management • Telecom Expense Management (Call Accounting/Network Visibility and Chargeback	• VP Technology • IT Director • VP IT Finance
Cimpl	Telecom Expense Management (TEM)	RICKI'S, cleo, COMARK, BOOTLEGGER	• Bill of IT • Cloud, IT, mobile, telecom voice and infrastructure data cost management • Showback/chargeback, and cost allocation • Asset provisioning, including end-user IT, and technology self-service • Comprehensive usage, contract, and invoice management	• IT & Telecom Director • VP of Infrastructure • Head of IT Vendor and Procurement Management
Eclipse	Project & Work Management	Hamilton Health Sciences Foundation, VAUGHAN, London, University of Illinois Hospital & Health Sciences System, fundserv certainty, AGNESIAN, Georgia State University	• IT Project Portfolio Management • Project Management Office (PMO) • Resource Management • Project Management	• Chief Information Officer • VP of IT • VP of PMO • Director of IT • Director of PMO
RightAnswers	Enterprise Knowledge Management (KM)	Allstate, PAYCHEX, WHATABURGER, DUKE ENERGY, Coca-Cola, Dignity Health, NORDSTROM, Pfizer, LinkedIn	• Enterprise search to find answers in all repositories • Self-service portal • Out-of-the-box knowledge articles	• VP Process Excellence • Director Continuous Improvement • Black Belt/Project Manager • CIO/Director of Innovation • Chief Strategy Officer/Director of Strategy • PMO Director/VP PMO • IT Director

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Project & IT Management Cloud

Deliver Cost Transparency

Product	Solution	Key Customers	Use Cases	Key Buyers
PSA	Professional Services Automation (PSA)	TELUS | HEALTH, FICO, AAA, jda., EATON, AUTODESK, GE, ESTĒE LAUDER	• Professional Services Automation (PSA) • Resource Management • Project Financial Management	• CFO • CIO • VP of Services • VP of Operations
Qvidian	RFP & Sales Proposal Automation	citi, HSBC, Bank of America, Wells Fargo, IBM, Canon, Cisco, Citizens Bank, State Street, Morgan Stanley, Sprint, SAP, UnitedHealthcare, ING Bank, Fidelity	• RFP and RFI response automation • Security and due diligence questionnaires • Statements of work (SOWs) • Proactive proposals & presentations • Central, secure content library	• CFO • CIO • VP of Services • VP of Operations
RO Innovation	Customer Reference & Sales Enablement	workday, vmware, DELL EMC, NUANCE, jda., CERIDIAN, Microsoft, FINASTRA, Marketo	• Automated customer reference fulfillment • Centralized customer advocacy database • Send & track content engagement • Centralized content library	• CFO • CIO • VP of Services • VP of Operations
Rant & Rave	Customer Enablement & Sentiment Management	acer, Linde, Nationwide, sage, dpd, Scottish Water, sky, Thames Water, vodafone, MISSGUIDED, npower, ovo energy, RBS, MARKS & SPENCER, Premier Inn, VOLKSWAGEN FINANCIAL SERVICES, easyJet, extraenergy, HomeServe, CAPITA, TOYOTA FINANCIAL SERVICES, Dunelm, CALOR, BARCLAYS, Flagship Homes, BOC, Hastings DIRECT	• Voice of Customer • Voice of Employee	• CFO • CIO • VP of Services • VP of Operations

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Document Workflow Cloud

Streamline Volume Processes

Product	Solution	Who It Helps and How	Primary Industries	Key Competitors	Why We Win
FileBound	Document & Workflow Automation	Provides **IT & 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, opentext	• 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, PSIGEN software inc., EMC Captiva, KOFAX, NUANCE, Ephesoft, kwiktag	• Robust vertical-focused functionality • Scalability, supportability, integrations, customizable • HP partnership
Qvidian	RFP & Sales Proposal Automation	Enables **professional and business services teams & finance departments** to automate the creation of RFP responses, proactive proposals, and other sales content to win more business by improving processes, productivity, and content effectiveness. Delivers intelligent workflows through a highly secure and scalable proposal automation solution.	Business Services, Financial Services, Insurance, Healthcare, Technology, Telecommunications	rfpio, Loopio, PROPOSAL SOFTWARE.COM, SEISMIC, OCTIV, Xait, OMBUD, Qorus, RFP365	• Robust functionality • Security, compliance, scalability • Expert technical, professional services, and training teams • Proven history and expertise
RO Innovation	Customer Reference & Sales Enablement	Helps **customer success, sales, & 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, Financial Services, Technology, Telecommunications	point of reference, influitive	• Enterprise Class Solution • More flexible and lower TCO • Technology agnostic
InterFAX	Cloud Fax & Secure Document Distribution	Enables **LOB software developers 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.	Healthcare, Travel, Food Delivery, Financial Services, Retail Branch Communications and Loan Processing	RingCentral, twilio, CONCORD, eFax, myfax	• No equip. install (SaaS offering) • Anytime, anywhere usage • Easy configuration • Guaranteed service continuity • Secure & compliant • Alternative to on-premise fax • Extends AccuRoute capabilities

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Document Workflow Cloud

Streamline Volume Processes

Product	Solution	Key Customers	Use Cases	Key Buyers
FileBound	Document & Workflow Automation	Vanderfield, St. Lucie Public Schools, Johns Creek Georgia, Nebraska Department of Motor Vehicles, Cedarville University, Delta Dental, American Equity, Scoular	• Accounts Payable • Human Resources • Contract Management	• CFO, VP/Director of Finance, AP Director, Controller • VP/Director of Human Resources • VP/Director of Sales, VP/Director of Operations
AccuRoute	Secure Document Capture & Fax	Sunstein, Post & Schell, Jackson Walker, TaylorWessing, Young Conaway, Shulman Rogers	• Records Scanning & Fax Consolidation • Digital Mailroom • Vendor Invoice Processing • IP or Sensitive Documents Handling • Loan Processing and Mortgage Origination • Revenue Cycle Management • Claims Processing & Prescription Routing	• CIO • VP/Director of IT • VP/Director of Information Governance • Records Manager • LOB Managers
Qvidian	RFP & Sales Proposal Automation	Citi, HSBC, Bank of America, Wells Fargo, IBM, Canon, Cisco, Citizens Bank, State Street, Morgan Stanley, Sprint, SAP, UnitedHealthcare, ING Bank, Fidelity	• RFP and RFI response automation • Security and due diligence questionnaires • Statements of work (SOWs) • Proactive proposals & presentations • Central, secure content library	• Proposal and RFP Managers • VP/Director of Sales • VP/Director of Sales Operations • VP/Director of Marketing
RO Innovation	Customer Reference & Sales Enablement	Workday, VMware, Dell EMC, Nuance, jda, Ceridian, Microsoft, Finastra, Marketo	• Automate customer reference fulfillment • Centralized customer advocacy database • Send & track content engagement • Readily available assets to support buyer's journey • Centralized content library	• Customer Reference/Advocacy Managers • VP Marketing • VP Sales/Sales Ops • VP Customer Success
InterFAX	Cloud Fax & Secure Document Distribution	Zelis, US-Rx Care, travelstart, Revlon, Hemel, Interflora, Yildiz Holding, PDFfiller, DHL, amazon, infoTRON, PCI, ISO 27001, hepsi burada, Ankara Sigorta, GDPR Ready, HITRUST CSF Certified, extended STAY AMERICA, OMEGA Business Travel, Henry Schein	• Sending and receiving faxes • Order and delivery communications • Onboarding automation • Software to software fax communication • Integration of fax to line-of-business • Secure Fax enablement; EMR Fax • Compliant fax communication	• Software Developers • IT • CIO • VP/Director of IT • VP/ Director of Information Governance • LOB Managers

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