

To-Increase Redesigns Website to Highlight Industry Value and Reach of ERP Solutions

Leading Microsoft ISV re-launches To-Increase.com to connect more closely with customers and partners

PRESS RELEASE

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Veenendaal, Netherlands — March xx, 2013 — To-Increase is re-launching its website, www.to-increase.com. The new site gives more immediate access to the company's portfolios of industry-specific and cross-industry software solutions, which extend Microsoft Dynamics enterprise resource planning (ERP) systems for complex business requirements. The site also offers easier navigation and a reader-friendly, spacious design. Cornelis Bosch, CEO at To-Increase, says, "As a growing company with a global reach, we experience a significant increase in site traffic from businesses interested in our solutions and technology providers exploring a partnership with To-Increase. We rebuilt our website to make it easier for all these visitors to connect with us and find out how we can be of value to them."

Following the re-launch, the To-Increase site will provide more specific capabilities overviews and solution descriptions related to the industries the company serves—construction, discrete manufacturing, distribution, food, industrial equipment manufacturing, retail, and wholesale distribution. With greater ease than previously, site visitors will be able to draw a line from their interests and needs to the value potential of the To-Increase solutions. At the same time, more detailed and practical content about the company's cross-industry solutions—Business Integration Solutions, Business Process Modeling, and Supply Chain Solutions—will also be available under a separate tab. "We optimized the way we tell our story," says Bosch. "Visitors will quickly be able to tell what opportunities we present. If they want to take the next step, we offer several ways to get in touch with us or our partners around the globe."

Because To-Increase sells its solutions through a worldwide partner network of successful business and technology specialists with extensive expertise in the industries they engage in, partner enablement is crucial for the company. The new website thoroughly explains the advantages of the partner model for customers as well as for participants in the To-Increase Partner Program. For current To-Increase partners, the increased practicality and usability of the new site will likely result in more inquiries from prospects.

The visual presentation of the site uses the design principles of Windows 8, which is also present in several To-Increase solutions. Site resources will again include videos and download capabilities for documentation. New in this iteration of To-Increase.com is a social stream that showcases all of the company's postings and news from the blog, Facebook, LinkedIn, Twitter, and YouTube on one page. Says Bosch, "A visit to To-Increase.com is meant to be professionally rewarding—you can learn something new. It is also enjoyable, because the usability and visual appeal of the site are very high. We look forward to building new relationships and strengthening the connections with our worldwide audiences."

For more information about To-Increase, contact info@to-increase.com.

About To-Increase

As a leading ISV for Microsoft Dynamics AX, To-Increase develops end-to-end solutions for the construction, discrete manufacturing, distribution, food and beverage and retail verticals. We also reach all industries with business process modeling, business integration solutions and supply chain solutions. Our products enable customers and partners to meet unique requirements with standardized solutions that ensure cost-effective implementations, maintenance, and upgrades. More than 1,500 customers in 44 countries know

that our solutions can meet most of their specialized requirements from the start and can easily support changing business needs and technologies. We work together with customers, partners, Microsoft, industry analysts and industry associations, to ensure that our work is backed by shared, expert insight into technologies, trends, and challenges. To-Increase sells solutions through a highly trained, global partner network. To learn more, visit www.to-increase.com.

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