

PRESS RELEASE

Upgrade for Salesforce: AEB business partner screening app available in leading CRM AppExchange

- AEB compliance app automatically screens business contacts against sanctions lists
- Integrated and convenient solution to prevent illegal transactions in international trade
- Businesses can implement new app directly in Salesforce – saving time and money



March 5, 2018 – Software company AEB makes life easier for businesses using the popular customer relationship management system (CRM) Salesforce: A new app is available in the Salesforce AppExchange that can be easily integrated to automatically screen business partners against international sanctions lists, enabling traders to prevent illicit business transactions before they can take place. The new

AEB app is now available on <https://aeb.com/s/RCSte> or via the Salesforce AppExchange platform on <https://www.salesforce.com/solutions/appexchange/apps/>.

Added value for businesses

Salesforce is used by more than 150,000 companies, making it the world's leading CRM platform. Its app store – AppExchange – is the world's leading business app ecosystem, featuring more than 5,000 apps. The CRM provider approved the AEB app at its AppExchange, thereby certifying the security and functionality of the AEB solution and making it available in its app store. The AEB solution includes the EU's CFSP list, several US blacklists, and Japanese restricted-party lists. It also lets a company define its own blacklists or minimize false positives using "Good Guy" lists.

Risk mitigation for international business transactions

Drastic consequences loom for companies that do business with a trade partner listed on a sanctions list: Financial penalties, legal prosecutions, reputational damage, and even getting listed on a restricted-party list themselves. Struggling to ensure compliance, companies often "screen" business partners manually – a cumbersome and error-prone procedure – against applicable lists. But the volume of lists and frequency of changes make it virtually impossible to ensure full compliance without IT support. The new AEB app in Salesforce manages the business partner screening process automatically – ensuring compliance while saving businesses time, money, and resources.

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Blocking prohibited transactions before they can occur

The integration of compliance screening into a CRM system promises to be very useful for businesses. It makes it possible for users across different departments to easily screen business partners against the relevant restricted-party lists early on – for example during first contact or in the sales phase. In the event of a match, any illicit business transactions are blocked from being executed and no further resources from other internal teams such as sales, production, or logistics are invested.

Up and running in 24 hours: ease of implementation

Companies can integrate AEB's new compliance app directly from within the Salesforce AppExchange into their CRM system. Once a new contact is created in the CRM, the user has the option to screen it automatically or manually via the AEB app. If the system comes across a match, a warning pops up to prevent further processing. If the screening app is deployed at a later stage of the sales phase, it prevents the final processing of a business transaction with a critical contact and alerts the company's compliance officer directly in the Salesforce system and by email. The AEB screening app was developed directly in Salesforce, so it integrates seamlessly into the CRM platform. This makes installation a zip and compliance screening is ready to use within 24 hours.

The new AEB business partner screening app is available in the Salesforce AppExchange on <https://aeb.com/s/RCSte>. For more information, businesses can reach out to AEB's experts at complianceapp@aeb.com or visit the Salesforce AppExchange on <https://www.salesforce.com/solutions/appexchange/apps/>.

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Contacts

For further information, photos or interview requests, please contact Andrea Krug, Krug Communications Ltd, tel. +44 (0)7740 245 867, email: andrea@krugcomms.com.

About AEB (www.aeb.com)

For over 38 years, AEB has developed software to support the global trade and logistics processes of businesses in the industrial, commercial, and service sectors. More than 5,000 customers from over 35 countries use AEB solutions for transport and warehouse management, import and export management, origin and preference management, and much more. They benefit from enhanced efficiency, compliance, and transparency – domestically and internationally – thanks to features such as customs and embargo checks, improved collaboration with supply chain partners, and automated shipping processes. AEB's portfolio extends from ready-to-go online solutions to comprehensive international logistics solutions. The company has offices in the UK, Germany, Singapore, Switzerland, Sweden, the Netherlands, Czech Republic, France, and the US, and runs its own certified data center in Germany.

AEB

About Salesforce (www.salesforce.com)

Salesforce.com is the world's largest provider of customer relationship management (CRM) software.

Salesforce is the world's #1 CRM company. Its industry-leading Customer Success Platform has become the world's leading enterprise cloud ecosystem. Industries and companies of all sizes can connect to their customers in a whole new way using the latest innovations in cloud, social, mobile and data science technologies with the Customer Success Platform. Salesforce.com has headquarters in San Francisco, with offices in Europe and Asia, and trades on the New York Stock Exchange under the ticker symbol "CRM."