

## The Smart Connector for SAP Customer Experience from Softphone Now Available for Purchase on SAP® App Center

*By integrating with SAP Sales Cloud and SAP Service Cloud, The Smart Connector solution from Softphone delivers streamlined merging with the Genesys Computer Telephony Integration to customers*

**Milan, ITALY — January 08, 2020** — Softphone, a leading contact center solutions developer and systems integrator, today announced that its solution, [The Smart Connector for SAP Customer Experience](#), is now available for online purchase on [SAP® App Center](#), the digital marketplace for SAP partner offerings. The Smart Connector solution integrates with SAP Sales Cloud and SAP Service Cloud to deliver streamlined integration with the Genesys CTI to customers.

“Softphone is excited to introduce its first solution on SAP App Center,” said Biagio Cerruto, President of Softphone. “With The Smart Connector solution, agents can provide a more tailored service, make more informed decisions, and increase both their productivity and customer satisfaction.”

The Smart Connector solution multiplies the power of SAP Customer Experience solutions with Genesys CTI, enabling agents to work with both in just one app, and empowers customer insight freeing the data flow between the two environments. [The Smart Connector](#) optimizes agents’ workflow and increases efficiency through automation, designed to remove human errors, speed up daily contact center routines, and increase first-contact resolutions.

At SAP App Center, businesses can discover approximately 1,600 innovative partner solutions that integrate with and extend SAP solutions. There, customers can find the SAP-validated partner apps they need to grow their business. And for each purchase made on SAP App Center, SAP will plant a tree. Find, try, and buy SAP partner solutions digitally at [www.sapappcenter.com](http://www.sapappcenter.com).

Softphone is a partner in the SAP PartnerEdge® program. As such, it has access to tools, training, resources and benefits that partners need to deliver the solutions and services customers demand. The SAP PartnerEdge program provides the enablement tools, benefits and support to facilitate building high-quality, disruptive applications focused on specific business needs – quickly and cost-effectively. The program provides access to all relevant SAP technologies in one simple framework under a single, global contract.

### About Softphone

Softphone is a leading contact center solutions developer and systems integrator with 16-year experience. Our components are powerful add-ons enabling contact centers to extend their reach to all digital channels, improve their service quality, and monitor best-in-class delivery. We are located in Italy and the UK but can boast an installation base of over 300 customers on six continents. Softphone operates in the Connector’s environment under the Smart Connectors brand.

# # #

Any statements in this release that are not historical facts are forward-looking statements as defined in the U.S. Private Securities Litigation Reform Act of 1995. All forward-looking statements are subject to various risks and uncertainties described in SAP’s filings with the U.S. Securities and Exchange Commission, including its most recent annual report on Form 20-F, that could cause actual results to differ materially from expectations. SAP cautions readers not to place undue reliance on these forward-looking statements which SAP has no obligation to update and which speak only as of their dates.

SAP and other SAP products and services mentioned herein as well as their respective logos are trademarks or registered trademarks of SAP SE in Germany and other countries. Please see <https://www.sap.com/copyright> for additional trademark information and notices. All other product and service names mentioned are the trademarks of their respective companies.

### For more information, press only:

Margarethe Nitzsche  
Marketing Manager  
+39 348 691 7060  
[margarethe.nitzsche@softphone.it](mailto:margarethe.nitzsche@softphone.it)  
[www.softphone.it](http://www.softphone.it)