

Ungerboeck Releases Version 20.3 for Events

Ungerboeck Software, the global supplier of end-to-end event management software, announces the release of Ungerboeck software version 20.3

St. Louis, MO ([BizHWY](http://www.bizhwy.com)) May 19, 2011 - Ungerboeck Software, the only truly global supplier of end-to-end event management software, announces the release of Ungerboeck software version 20.3. Clients worldwide have been eagerly awaiting this release of Ungerboeck's first fully web-based version. Three years in the making, version 20.3 is the result of over \$10 million in research and development, and is the largest single commercial software development project ever attempted in the events industry. More than 7 million lines of code and 3,000 web pages were created to make version 20.3 our fastest, easiest-to-use, and most productive version ever.

For Exhibition Organizers, version 20.3 offers enhanced CRM features to simplify the sales process. For Conference Managers, version 20.3 allows branded registration pages to be created in a matter of minutes with no technical expertise necessary. For Venue Managers, Ungerboeck is excited to debut the Online and Outlook Room Scheduling module as a new offering available in version 20.3. For Destination Managers & CVBs, version 20.3 features the Ungerboeck interface to DMAI's MINT database. For Event and Meeting Planners, the latest version offers enhanced functionality in preparing and providing Quotes. In addition to hundreds of other improvements, version 20.3 features enhanced functionality in Ungerboeck Mobile, Email Marketing and introduces an Add-in for Word & Excel 2010.

The new release is the only event management software to offer a role-based user interface. Role-based user interfaces fit each individual user "like a glove." Role-based user interfaces yield more productivity because users see only the information they need, where they want to see it. Further, role-based interfaces dramatically reduce time spent on end-user support and reduce total cost of ownership.

Ungerboeck version 20.3 is one of the first Rich Internet Applications (RIA) built specifically for the events industry. Simply put, a RIA (pronounced 'ree-ah') delivers more user productivity than older generation web applications. Next generation RIAs typically load 30%-50% faster and require less navigation from page to page. As a result, Ungerboeck users will experience productivity that is 25%-60% higher than traditional web applications. And more productive sales and service staff deliver higher sales and better customer service.

Ungerboeck software version 20.3 offers huge time savings, and uses the latest technology to deliver an exceptional user experience. Windows and workflows have been optimized to give users the quickest movement through their tasks in the software. In fact, users who are familiar with other common software applications will be able to perform simple, common tasks right off the bat with little to no training.

Many other software companies require customers to re-purchase upgrades of this magnitude. As the global market leader in event management software, Ungerboeck is proud to continue our more than 25-year tradition of delivering robust new releases of Ungerboeck Software free of charge to all customers who have an active maintenance agreement.

Please refer to our website at <http://ungerboeck.com> for in-depth information about the new release and additional new features. Press and blogger inquiries welcome.

About Ungerboeck

Ungerboeck is the world leader in end-to-end venue & event management software for convention & exhibition centers, stadia, arenas, theaters, exhibitions, conferences, associations, and event managers. For most organizations, Ungerboeck software delivers the capabilities of three to five separate software packages at a fraction of the cost including CRM, booking, event management, operations and more. Available in 6 languages, Ungerboeck software drives increased revenue and decreases costs for over 35,000 event professionals in 40 countries.

Ungerboeck supports its worldwide client base from its world headquarters in St. Louis, Missouri and regional offices in Karlsruhe, Germany; Lyon, France; Brisbane, Australia; Guangzhou, China; and Hong Kong.

Visit http://ungerboeck.com/Products/Room_Scheduling_Solutions/room-scheduling-software.aspx to learn how companies use Ungerboeck software for room scheduling.

Visit <http://ungerboeck.com> for more information about Ungerboeck.

Web Site: <http://ungerboeck.com>

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