PRESS RELEASE

billwerk GmbH

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billwerk supplies Zapier integration

The Frankfurt-based company reinforces its claim to providing the largest subscription business ecosystem in Europe with the provision of the Zapier integration. Zapier integration in billwerk now enables a variety of state-of-the-art SaaS applications from third-party providers, such as HubSport, MailChimp and Zendesk to be linked to billwerk at minimal cost.

Frankfurt am Main, 24 October 2018 – The Frankfurt-based subscription management & recurring billing provider reinforces its claim to be Europe's leading provider in the subscription economy with the provision of Zapier integration. The provision of Zapier integration now enables a variety of state-of-the-art web applications to be linked to billwerk and processes fully automatically.

For example, billwerk customers, who use HubSpot or PipeDrive for their lead management, can now synchronise new subscribers or contracts directly between billwerk and these SaaS platforms and automatically trigger corresponding actions in HubSpot or PipeDrive.

The same applies to billwerk customers who use MailChimp for their e-mail marketing. Using Zapier integration, it is also possible to control several applications simultaneously, and the results and data are exchanged and synchronised between these and billwerk.

"This has a variety of benefits for our customers," billwerk CMO Pierre Schramm explains. "Zapier integration puts us in a position to automate a variety of processes of its subscription business without significant development investment," he continues. billwerk CEO Dr Ricco Deutscher explains the benefits even more clearly: "With the Zapier integration, we contribute to our customers being able to

operate their subscription business even more efficiently, which clearly has a positive impact on their resources and profitability."

The billwerk integration is still currently in the closed beta phase. billwerk customers and billwerk sandbox users who want to test the integration are able to apply for the integration online at https://billwerk.com/zapier/.

About billwerk GmbH

billwerk is an all-in-one subscription management software and recurring billing solution for European subscription business companies. The open platform automates all processes on every aspect of contract management, invoicing and payment processing in compliance with European standards to EU GDPR, GoBD, PCI DSS and ZUGFeRD and is integrated in the ecosystem of leading third-party suppliers. billwerk pursues a REST API-first approach and provides a variety of ready-to-use Integrations on the most important payment providers and other Saas applications.

billwerk was founded by physicist Dr Ricco Deutscher and co-founders Steffen Mey, Thomas Tauber and Christian Winnerlein in October 2015. The company maintains offices in Frankfurt am Main and Minsk and currently employs 35 staff.

About Zapier

Zapier is an American platform operator. Work flows and processes are automated between a variety of web and SaaS services with the online automation tool. For example, applications, such as Gmail, HubSpot, Slack, MailChip and more than 1,000 further applications are linked together with Zapier applications, and processes are automated between the applications based on so-called triggers and actions.

Zapier enables two or more apps to be linked to automated recurring tasks, without the user and operator having to develop the interfaces themselves. With a little talent and a little previous experience, you are in a position to generate even complex app work flows with Zapier.

Zaper was founded in the US in 2012 and, according to its own figures, today employs 125 employees in the US and in 13 further countries.

Mandatory information when using the images in the Annex

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