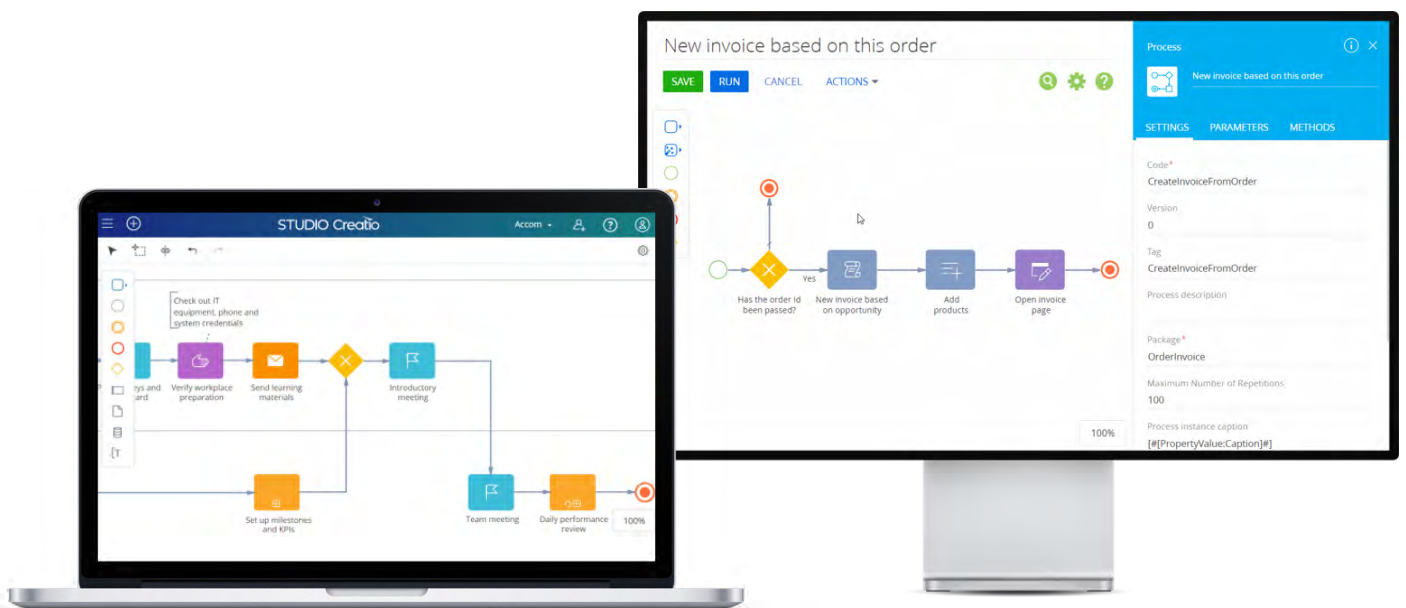


WHAT'S NEW IN VERSION 7.16

The updated BPM engine functionality to design, run and manage processes faster.

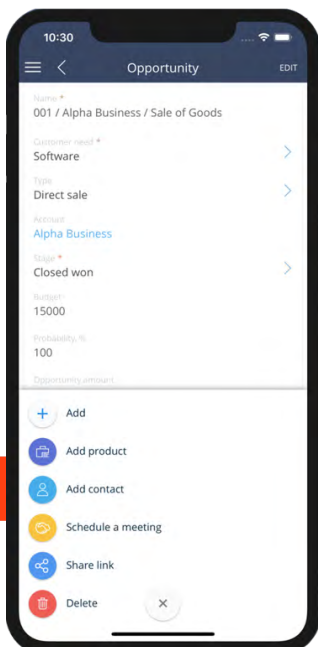
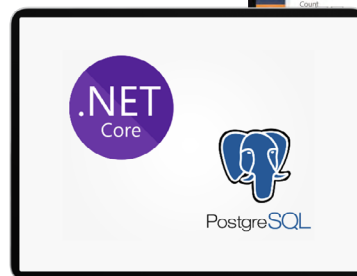
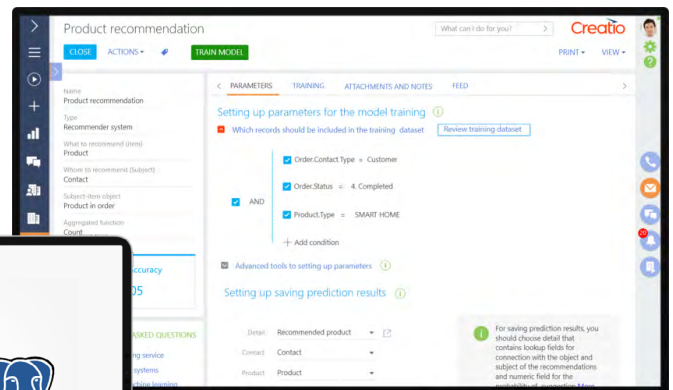
Advancements include:

- Improved process flow management - now users can stop an execution of a business process at any point.
- New rules for more convenient process diagram analysis.
- Improvements of outbound gateway flow management to build diagrams easier and in compliance with common standards.
- Ability to work with event sub-processes to ensure errorless processes development and execution.
- Uploading and managing complex processes has been updated.
- Revamped process designer UI and UX.
- Simplified experience of adding process elements to the diagram.
- Optimized task grouping to make process development even more intuitive.
- Ability to preview process flows.
- Ability to import .bpmn processes into Studio Creatio Enterprise and automatically convert them into executable processes.
- UX improvements for seamless process-related page navigation.
- New process log operations for easier maintenance have been added, e.g. auto archiving and cancellation of a process if an error persists for a set period of time.
- Fail-safe launch of business process using RabbitMQ.



Enhanced low-code tools to make everyone a developer:

- Streamlined tools for low-code machine learning model configuration.
- Ability to configure predictive recommendation models to take personalization to a new level.
- Analytics visualization with chart.js to display data even when incompatible chart types are combined.
- Ability to easily set up new type of charts - stacked bars - so users can compare both data categories and values.
- FastReport designer for complex printables and analytical reports.
- Ability to add FastReport reports to the Print menu in the Dashboards view of system sections.
- Revamped Global search algorithms to ensure higher flexibility and faster process.
- Redesigned UI and increased load speed of Account relationship diagram so users can easily track connections to accounts.
- New interface for ESP management to effortlessly configure new email service providers.
- Linux (.NET Core) support for Studio Creatio, enterprise edition functionality.
- .NET Core support for Sales Creatio, Service Creatio, and Financial Services Creatio.
- PostgreSQL support for Financial Services Creatio.
- OData 4 standard, an ISO/IEC-approved OASIS standard defining a set of best practices for building and using REST APIs, support for all Creatio products.
- Revamped license manager to easier manage license requests processing, including their distribution and revoking in bulk.

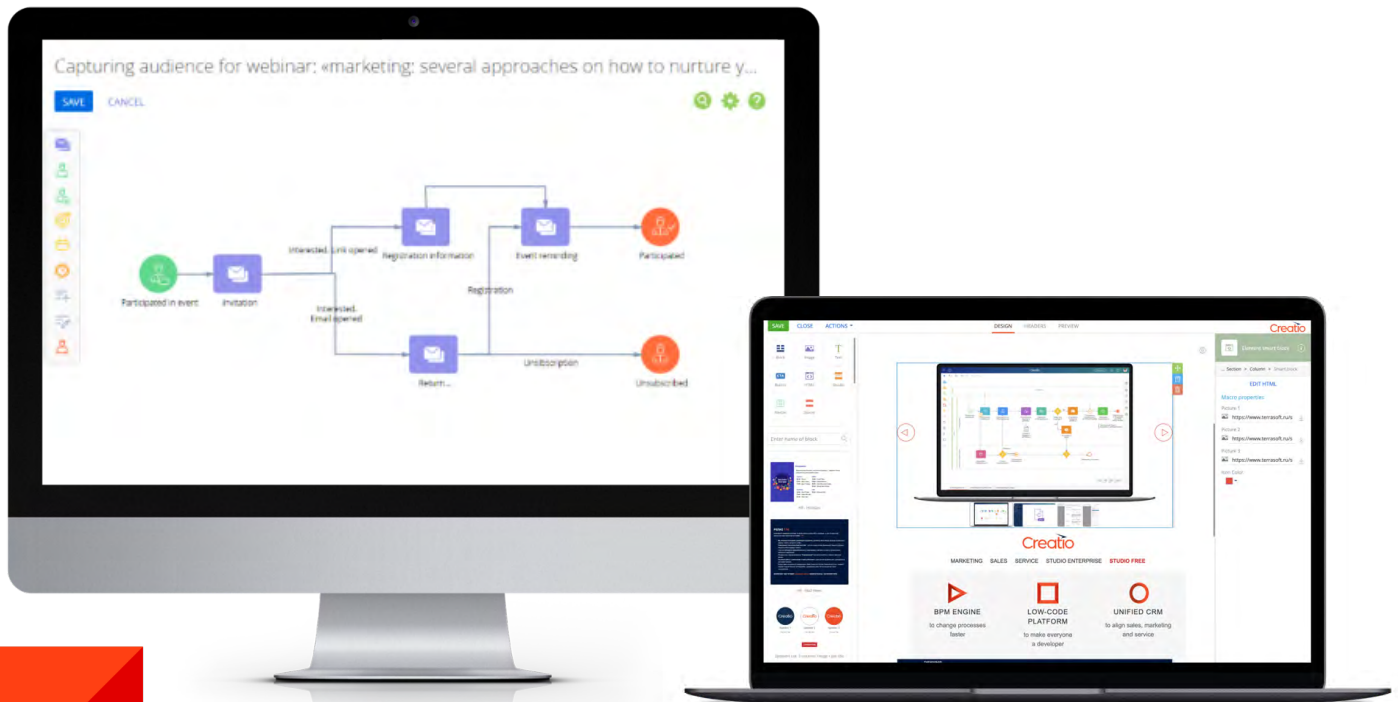


Among the core mobile app updates of Creatio v. 7.16 are the following:

- Importing/exporting data is by up to 4X faster and metadata syncing is by up to 6X faster.
- Ability to share a link to a record in the mobile app with a sharing button for more convenient access to specific data from any device.

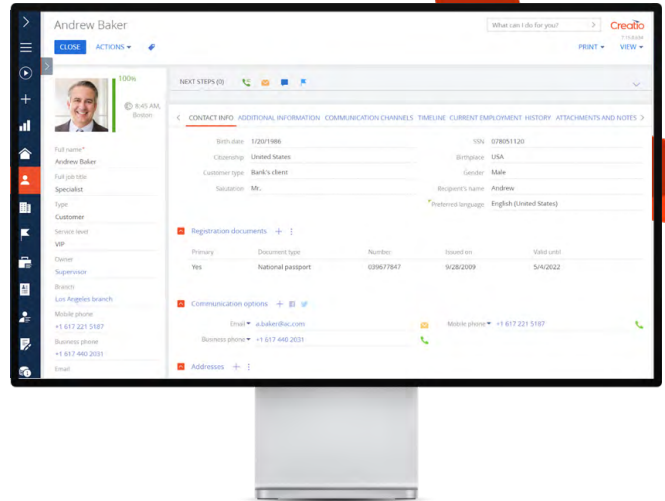
Revamped tools to empower marketing, sales and service teams better understand customers' needs and deliver more effective engagements:

- Upgraded drag-and-drop template designer to help marketers build advanced email campaigns faster and easier.
- Support of a Mobile First approach based on MJML Framework for improved customer experience and better email deliverability.
- Smart Block, a low-code tool for editing HTML content in your emails without coding.
- Revamped sales forecast section to equip sales representatives with a richer set of tools for advanced control and estimation.
- Ability to effortlessly configure the calculation formulas of Actual and Forecasted indicators.
- Ability to setup the view of forecast and work with forecasting in a separate tab.
- Calculation of summary indicators at each hierarchy level for all types of columns.
- Enhanced ability to create the most relevant next-best offer recommendations using Machine Learning models.
- Now service agents will have a better overview of how Creatio calculated case timings and which SLA was used for calculation.
- Redesigned service resource model UI for increased convenience.
- Low-code tools for easier and more intuitive self-service portal configuration.
- Enhanced portal user management to allow easier set up or change access rights and customize profiles.



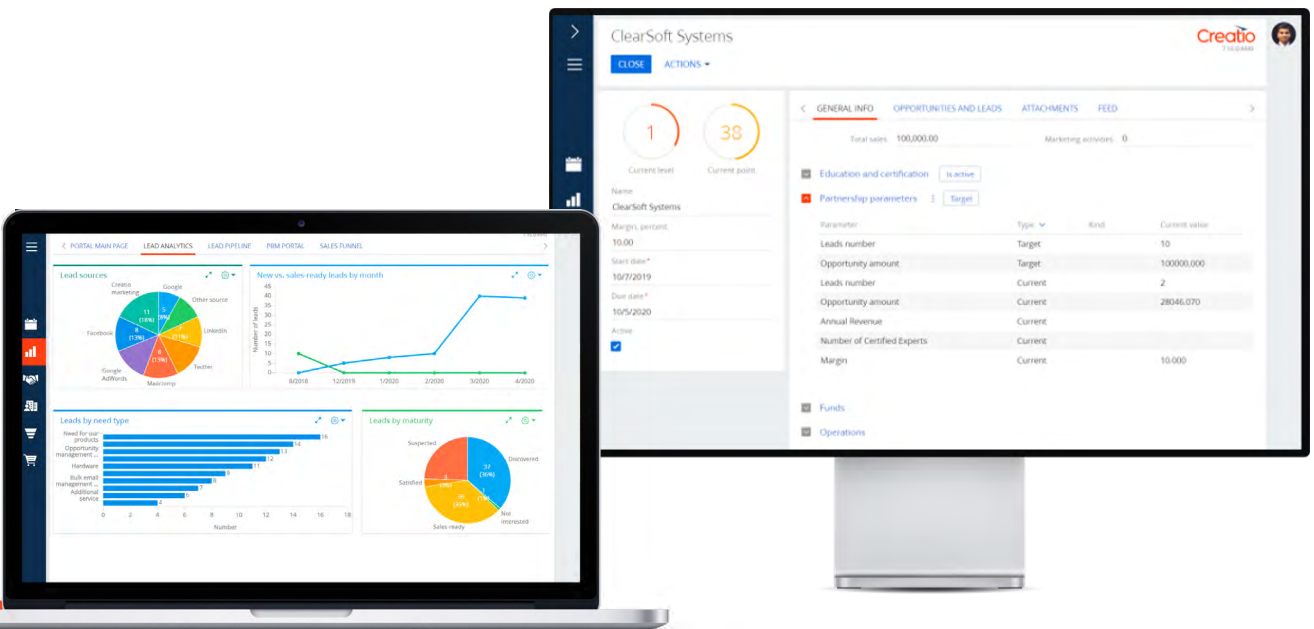
In addition, Financial Services Creatio, a product for banks and financial institutions, has been updated to help better automate industry specific processes:

- Updated UI of Contact and Legal entity pages for advanced full customer view.
- Ability to view cases created as part of each consultation, including those connected to other cases.



The Creatio Portal functionality has been updated to contribute to building long-lasting relationships with partners and customers. Some of the key enhancements include:

- Ability to create affiliate programs with levels and parameters (level goals, bonus parameters) to enable better program adjustment to specific needs.
- Current program indicators can be displayed on the partner portal for increased convenience.
- Enhanced capabilities to process leads, sales and orders in collaboration with partners using out-of-the-box business processes.
- Affiliate price lists support: assigning of price lists to the partner program levels or to the partner individually to easier manage relationships with your channel network.
- Extended tools enabling planning of joint marketing events and budgets based on the marketing funds available.
- Enhanced capabilities to manage experts training and certification.



Further details are available in the [Creatio Academy](#).