



Make the move to true customer engagement with Aurea CRM Enterprise

Your business has changed – so should your CRM

The way you do business has changed. Your sales teams are mobile, and they need the right tools to make rapid decisions. Day-in and day-out. Imagine if they could leap from simple customer management to creating rich customer experiences through deeper engagement, powered by analytic insight.

The new Aurea CRM Enterprise Edition has been dramatically reengineered to give you the insight, access, and speed you need. It's up to 6x faster, simpler to use, smarter and data-driven, and accessible across mobile devices. It's the centerpiece of Aurea's Customer Engagement Solutions, and the key to creating transformative experiences for your customers.

Build customer relationships – not just deals

Aurea CRM Enterprise allows you to drive customer engagement tools deep into your sales organization. At Aurea, we are focused on removing every barrier to user adoption so you can rapidly increase the value of your CRM solution.

From our comprehensive CRM features, to the tightly integrated campaign management, segmentation and ROI analysis offered by our Campaign Manager solution, Aurea CRM Enterprise offers a suite of end-to-end capabilities for sales and marketing.

Aurea CRM Enterprise is a superior platform for growth and innovation

Increasing user adoption with speed and performance: Unresponsive software alienates users and impairs business value. Aurea CRM Enterprise more than doubles the speed of key data analysis and account management functions compared to our standard edition CRM application. And, with simple tools to integrate email and calendar from CRM to Outlook, Lotus Notes and others, we make sure our tools translate to your process.

Simplifying usability: Too many clicks slow you down. Aurea CRM Enterprise delivers streamlined workflow and intuitive interfaces that optimize your time. We've simplified campaign management, put new query capabilities at your fingertips, and streamlined core dashboard views.

Driving the best sales behavior: Our focus on KPIs and actionable analytics, combined with tailored workflows, guide your sales force to take the best next-step. The configurable sales workflow tools in Aurea CRM Enterprise reinforce powerful, sales-driving actions so your teams can extract the most value from every customer interaction.

Going massively mobile: Today's sales aren't made from behind a desk. Your CRM tools shouldn't be stuck there either. We meet your sales team's needs on every device. Our mobile solutions drive easy access to customer management and reporting capabilities. Key mobile capabilities include easy on/offline access, order and electronic signature capture, and the ability to execute field service engagements.

Enabling marketing automation: We've combined the best of Aurea technology, so now your CRM suite includes unlimited access to our industry-leading email marketing platform Aurea Campaign Manager. You can send support, sales, and marketing emails to your CRM contacts — and see how every email performs, from open-to-click-through.

	STANDARD	ENTERPRISE
CRM Add-Ons <ul style="list-style-type: none"> ▪ CRM.interface ▪ CRM.webservices ▪ CRM.connectors ▪ CRM.cockpit 	Available via subscription	<input checked="" type="checkbox"/>
Expansion clients <ul style="list-style-type: none"> ▪ CRM.connectLive ▪ CRM.phone 	Available via subscription	<input checked="" type="checkbox"/>
Mobile clients <ul style="list-style-type: none"> ▪ CRM.mobile ▪ CRM.pad - native app for iPad and Windows ▪ A-CRM.client win / iPhone 	Available via subscription	<input checked="" type="checkbox"/>
Cloud back-up		<input checked="" type="checkbox"/>
Aurea Campaign Manager (ACM) Standard Edition integration	Available via subscription	<input checked="" type="checkbox"/>
KPI definition and management		<input checked="" type="checkbox"/>
2x faster on imports, exports, and queries		<input checked="" type="checkbox"/>
Up to 6x faster data analytics		<input checked="" type="checkbox"/>
QuickQueries		<input checked="" type="checkbox"/>
Aurea CRM Word Add-In	Available via subscription	<input checked="" type="checkbox"/>
Notification Center		<input checked="" type="checkbox"/>
Skype for Business		<input checked="" type="checkbox"/>
Access to all future Enterprise releases		
Standard Support	<input checked="" type="checkbox"/>	
Platinum Support <ul style="list-style-type: none"> ▪ Utilization Audit ▪ Yearly Managed Upgrades ▪ Performance Tuning ▪ Annual Health Check ▪ Annual Architecture Audit ▪ Annual Production Readiness Assurance ▪ 24x7 Support 		<input checked="" type="checkbox"/>

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