

Sales Intelligence, an Unlimited Opportunity

Overview

When FirstRain and Aurea Customer Relationship Management (ACRM) platforms work together, sales and marketing teams make better business decisions. FirstRain leverages artificial intelligence to categorize information it gathers and segments it into meaningful information summaries that are easy to consume and act upon. Relevant news — blog posts, website updates, management changes, tweets, and more — is extracted from the web and delivered into the ACRM.

Information Drives Engagement

Today's always connected sales representatives are inundated with so much information that it is impossible to discern relevant news from fake news without the help of technology. Complementing Aurea CRM with FirstRain enhances value by providing real-time social and web information on key prospects, clients, and competition.

FirstRain uses artificial intelligence to categorize content as negative or positive, which then triggers actions to take. A FirstRain dashboard of curated information appears in your ACRM letting you know who to call, what's new and which accounts need action.

Client engagements are more productive and conversations are more meaningful with this level of detailed information at your fingertips. FirstRain works while you sleep, constantly crawling the web aggregating current and relevant information so the next time you log into your ACRM, you will see the latest news on key accounts.

When FirstRain is used in conjunction with Aurea ACRM, sales and marketing account representatives feel more confident, informed and engaged.

 Customer Relationship Management

 FirstRain

**INDUSTRY
RESEARCH SHOWS**
Every minute ...

2,000
blog posts are published

350,000
tweets are posted on Twitter

120+
professionals join LinkedIn

300,000
Facebook Posts

4.2 MILLION
YouTube videos watched

66,000
Instagram Photos upload

As of 2018 users generate 2.5 quintillion bytes of data each day — estimated 40 zettabytes of data on the Internet by 2020.

How It Works: Market Insights Drive Action

When Aurea CRM customers choose to adopt the Aurea Sales Intelligence Unlimited product, APIs are created to ensure delivery between the web, FirstRain and Aurea CRM. Once enabled, and news targets are established, information curated by FirstRain is displayed within ACRM in an easy to use, customizable dashboard. Artificial intelligence is used to trigger accounts with high priority activities such as earnings releases, management changes, mergers, etc. Having access to this summary level of information improves productivity and account management efficiencies.

TARGET NEWS CAPTURED CAN INCLUDE:

- Mergers and Acquisitions
- Litigation News
- Market Disruptions
- Awards and Recognition
- Regulatory Changes
- Corporate Restructuring
- Deal Threats
- Social Media Posts
- Management Changes

WITH AUREA SALES INTELLIGENCE:

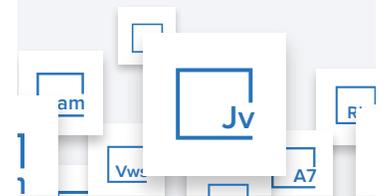
- Sales and marketing account managers can identify more opportunities, nurture existing relationships, and mitigate risk with just-in-time highly relevant information on key accounts.
- Gain better perspective with a very personal view into your customers, markets, industry and competition.
- Use news and insights to know when and how to engage with your customers and prospects.
- Customize your information and insights based on your role and need to know information.

Technical requirements for Sales Intelligence: Latest version of ACRM (v.10) deployed

Aurea Unlimited

We spend billions on software so you don't have to. Our Unlimited approach to enterprise software is designed to simplify and accelerate the way you use technology. One subscription unlocks every Aurea product, so you can innovate and expand with less risk, better performance, and more value for your business.

[Learn More >](#)



"If you want your customers to know that you care about them, have personal insight into their business, and are up to date with market trends, set yourself apart by using FirstRain."

Hector Mendez
Service and Support Manager,
Cisco Systems, Inc.

Connect With Us

For more information about Aurea Sales Intelligence, contact us today.

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