Make the move to true customer engagement with Aurea CRM

Business has changed – so should your CRM

Sales organizations are being challenged very differently than they were even a few years ago. The advent of the mobile workforce has completely changed the sales dynamic from notepads and pens to keyboards and touchscreens. Sales teams now need the right tool to make rapid decisions. A tool to manage every opportunity and interaction with your customers throughout their journey. Aurea CRM Enterprise enables your sales teams to see a holistic view of every customer, and to create rich experiences through in-depth engagement, all powered by deep analytic insight.

Build relationships – not just deals

Aurea CRM Enterprise allows you to embed customer engagement tools into your sales organization building strong customer relationships with a comprehensive suite of intuitive functionalities to support sales and marketing across all platforms including:

- **360-Degree View** of all your customers and prospects
- **Integrated Productivity Tools** connecting to Microsoft Office, Lotus Notes and others
- **Cloud or On-premise** deployment and the ability to easily transition, depending on needs
- **Unlimited access** to marketing automation Aurea Campaign Manager
- **Mobile first**
- **Offline capabilities**

Increased Speed and Performance: Aurea CRM Enterprise more than doubles the speed of key data analysis and account management functions compared to our standard edition CRM application.

Simplified Usability: 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.

Sales Behavior Management: KPIs and actionable analytics combined with tailored workflows, guide your sales force to take the best next step. Configurable workflows reinforce powerful, sales-driving actions so your teams can extract the most value from every customer interaction.

Marketing Automation: Aurea CRM Enterprise includes unlimited access to our industry-leading email marketing platform Aurea Campaign Manager.

Integrated Productivity Tools: Pre-integrated with a wide array of email and calendar tools, including Outlook and Lotus Notes, to ensure that CRM flows with established sales processes.

Anywhere Access: Quick mobile access to customer data providing up-to-date customer information so your team can respond to customer queries and make decisions in real time.

Flexible Deployment: Aurea CRM can be deployed through our turn-key Cloud solution or on-premise.

Support it all – powered by Platinum

Getting a holistic CRM platform is only one part of the overall solution to supporting your commercial teams. With Aurea CRM Enterprise you gain access to our 24x7 Platinum Support for every need from utilization audits to health checks.

From comprehensive features to the tightly integrated campaign management and a world-class support program, Aurea CRM Enterprise offers a suite of end-to-end capabilities for your commercial team.

	STANDARD	ENTERPRISE
CRM Add-Ons ▪ CRM.interface ▪ CRM.webservices ▪ CRM.connectors ▪ CRM.cockpit	Available via subscription	☑
Expansion clients ▪ CRM.connectLive ▪ CRM.phone	Available via subscription	☑
Mobile clients ▪ CRM.mobile ▪ CRM.pad - native app for iPad and Windows ▪ A-CRM.client win / iPhone	Available via subscription	☑
Cloud back-up		☑
Aurea Campaign Manager (ACM) Standard Edition integration	Available via subscription	☑
KPI definition and management		☑
2x faster on imports, exports, and queries		☑
Up to 6x faster data analytics		☑
QuickQueries		☑
Aurea CRM Word Add-In	Available via subscription	☑
Notification Center		☑
Skype for Business		☑
Access to all future Enterprise releases		
Standard Support	☑	
Platinum Support		☑

Activate your Unlimited benefits

Your subscription includes every Aurea product, plus onboarding to get started.

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