



Collaborative CRM, an Unlimited Opportunity

Overview

Aurea CRM is a best-of-breed customer relationship platform. Jive Interactive Intranet, from Aurea, is the world's leading collaboration platform. Together, CRM and Jive are creating the next revolution in customer relationship management: Collaborative CRM.

Collaborative CRM enables all parts of the organization to gather and share information from customer interactions to campaigns and projects, leading to more effective selling. With its seamlessly integrated ecosystem, you can quickly find answers to every question and serve your customers better. Be it your sales force, marketing team or technical support group, equip them with a collaborative tool that deepens internal relationships while creating more valuable engagement between employees and customers. As an Aurea CRM customer, the products that make Collaborative CRM possible are included as part of your Aurea Unlimited subscription.

Your Organization's Social Selling Network

Jive is the gateway to your most valuable assets – your people and your knowledge. It's the perfect complement to Aurea CRM, bringing teams across your organization together in one place to pursue opportunities and close deals faster and more successfully than ever before.

- **Sales** can sell more effectively
- **Marketing** can develop more cohesive campaigns
- **Support** can more easily obtain issue resolution
- **The entire organization** can more efficiently manage projects

Stay in sync and work together moment-by-moment. Share documents, provide real-time updates, follow key information and receive immediate feedback from your colleagues. Empower your employees to take advantage of Aurea's social selling network, opening doors to a more united customer lifecycle approach.

 Customer Relationship Management

 Jive Interactive Intranet

Jive has helped some of the world's leading companies and best-known brands achieve

**BREAKTHROUGH
SALES RESULTS:**

 **5%**
DEAL SIZE

 **12%**
WIN RATE

 **25%**
RFP RESPONSE TIME

 **22%**
DEAL CYCLE TIME

How It Works: Room for Everyone

With Aurea's Collaborative CRM, you can create virtual "rooms" where everyone involved can quickly come together to plan, execute, and stay in alignment with relevant activities. Anyone can set up a room in minutes, pulling together all the players, all the resources and all the information you need in one convenient location.

WITH COLLABORATIVE CRM, YOUR ORGANIZATION CAN:

- Accelerate complex aspects of deal and account management, like finding critical information, getting answers to time-sensitive questions, creating RFPs, and bid management so your team is prepped and ready to sell around the clock
- Develop robust marketing campaigns with targeted content designed to better meet your customer needs, grow the pipeline, improve brand and increase influence and customer experience
- Create integrated project spaces that connect teams with pertinent information and enable cross-collaboration with critical internal and external stakeholders to increase productivity, drive flexibility and successfully close deals
- Connect your account teams to develop plans and manage day-to-day operations
- Empower support teams to "crowdsource" across your organization and subject matter experts for fast issue resolution, reducing caseloads, escalations and support backlogs

TOTALLY MOBILE

Today's workforce is totally mobile - so is Aurea's Collaborative CRM. Your teams can collaborate on the go, thanks to Jive's fully responsive UI and marketing-leading collaboration app for iOS and Android. Everything your organization needs to stay productive and synced up is always just a tap away.

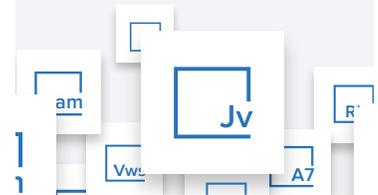
Technical Requirements for Collaborative CRM

Latest version of ACRM and Jive

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.

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Connect With Us

For more information about Collaborative CRM, contact us today.

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