



# Aurea CRM for Simple, Comprehensive Customer Management

Aurea CRM is a comprehensive and simple customer relationship management (CRM) solution to manage every lead, opportunity, and interaction with your customers throughout their journey. Offering both web-based and mobile capabilities, Aurea CRM lets you create a 360-degree view of every customer, anywhere.

## The right solution to build strong customer relationships

Aurea CRM allows you to drive customer engagement tools deep into your sales organization. It delivers a comprehensive suite of intuitive functionalities to support sales and marketing across all platforms. You'll be able to seamlessly store and manage prospect and customer information, while empowering your sales teams to drive more and better leads, and bigger and faster deals.

### KEY BENEFITS:

**360-Degree View of Customers and Prospects:** Aurea CRM provides on-demand access to everything you need to know about customers and prospects in one central location. And, with simple mobile tools, sales teams can access and update this information from the field.

**Improved Sales Opportunity Management:** Aurea CRM guides you through an optimized opportunity management process, providing data-driven recommendations to help you profit from relationship networks and select the most promising opportunities in the sales funnel.

**Schedule Optimization:** Aurea CRM keeps you on top of your appointments with easy-to-use visit documentation capabilities. Whether preparing for upcoming meetings or generating offers in the field, the predefined process reliably guides you through the necessary steps, while saving you time.

**One-Stop-Shop for End-to-End Sales Management:** Aurea CRM delivers a compact overview of all teams activities, sales pipelines, and key performance indicators so you can set priorities, make informed decisions, and identify the potential for upselling and cross-selling.

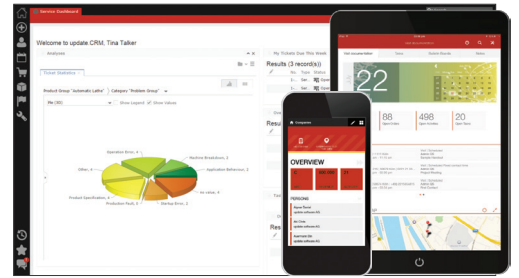
### CRM BENEFITS:

- Inspire best sales behavior with sales and pipeline insights
- Enhance salesforce productivity with mobile and tablet tools
- Increase adoption with easy-to-use CRM capabilities

**Integrated Productivity Tools:** Aurea CRM integrates with a wide array of email and calendar tools, including Outlook and Lotus Notes, to ensure that your CRM tools translate to your process. You also have access to additional CRM add-ons, like CRM.interface, CRM.webservices, CRM.connectors, CRM.phone, to maximize the reach of Aurea CRM throughout your organization.

**Access Anywhere, Anytime:** Aurea CRM's mobile application, Aurea CRM. pad, provides quick, mobile access to customer data, enabling maximum efficiency in the field. With mobile access to up-to-date customer information, your team can react quickly to customer queries and make decisions in real time wherever they are.

**Flexible Deployment Alternatives:** Aurea CRM can be deployed where and how you need it. While most customers choose to access Aurea CRM through our turn-key Cloud solution, we also offer a fully featured, on-premise version for customers who prefer to host CRM using their own facilities.



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### Compare Aurea CRM to:

Salesforce Sales Cloud ■ Microsoft CRM ■ Oracle CRM ■ Sugar CRM

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Like all of our products, Aurea CRM gives you access to our entire library of software with one simple subscription. And if you're new to Aurea, you'll gain access to each and every product in our portfolio with your initial purchase.

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