Understand Your Customers and Engage with Them Intelligently

Enterprise Business Intelligence

Understanding customers and markets has become one of the most effective ways to empower business professionals to be more engaged and productive. Aurea's FirstRain cross-platform solution provides business professionals with analytics tuned to their specific company strategy and allows them to deeply understand the continuously changing business dynamics of their target markets.

The FirstRain solution runs on a sophisticated, infinitely scalable big data platform, finding and organizing business-relevant data from the entire Web and the Twitter firehose to give users personalized insight into their business world. Our algorithms then aggregate the data into easy-to-grasp visualizations, which highlight trends and clusters, anomalies, dynamic linkages and connections that flat-list news based services cannot provide.

Insights that Drive Action

Custom analytics are flexible, manageable, extensible and clear and easy to understand and act upon. FirstRain technology brings together dynamic categorization of global enterprise data sources including web and social that are highly relevant to each user and augmented with real-time scoring and ranking across all your accounts.
With FirstRain, it's easy to deliver just-in-time analytics, designed to increase customer engagement and grow revenue.

- Company & Industry Briefs
- Extracted Events
- Market Topic Trends
- Twitter Trends
- Management Changes

- Activity Trends
- Business Influencers
- Market Drivers
- Regional Activity

Adaptive: Over a decade of continuous, deep, learning sharpens exploration into global business sectors and segments. Explores in real-time to reflect each dynamic market.

Discerning: Cognitive technology mimics the brain's capacity to draw relationships, transforming events into key hypotheses and actionable insights.

Personal: Develops priorities in sync with your own, guiding data collection and presentation for only relevant information.

Flexible: Configured to the workflows and platforms driving your business, integrated seamlessly across multiple end-points.

Create Opportunities, Foster Relationships, and Mitigate Risk

FirstRain empowers you with just-in-time smart and highly relevant insights on everything you need to know and nothing you don't. Built into your workflow and tuned just for you, FirstRain prompts you with a very personal view into your customers, markets, strategy and competition. It tells you where to focus your time by prompting you on how and when to engage with your customers and notifies you of any risks across your entire customer revenue cycle. Only FirstRain understands that your information needs are unique based on your role and the prod-ucts and services you offer. It's personal. It's about you. It helps you grow your business.

CUSTOMER INSIGHTS

FirstRain enables your employees – in sales, marketing and executive teams – to gain deep customer knowledge in real time, as customers' businesses are changing. Predictive analytics tell you where to spend your time and how to intersect value proposition with customers' needs.

MARKET AND INDUSTRY KNOWLEDGE

Understanding how precise market trends impact your specific lines of business can make a difference in how you bring products to market and address competitive threats. With FirstRain you have this knowledge at your fingertips, so that you can make smart decisions and win.

ENABLED MOBILITY

FirstRain's mobile-first approach focuses on workflow enablement by delivering user-centric personalized experiences to deliver key insights that impact your markets and key customers.
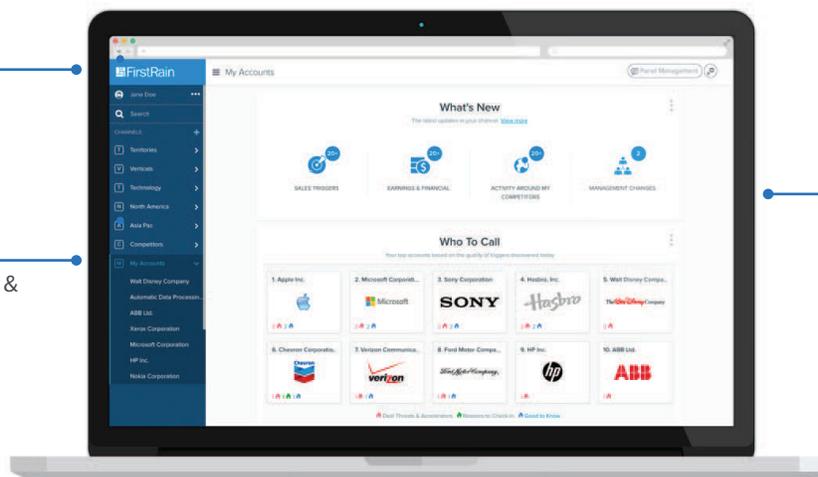
APIs AND INTEGRATION

Integrate FirstRain with Aurea's CRM by leveraging Enterprise API integrations and specifically the open Salesforce API™. FirstRain provides personalized high precision insights on your accounts, end markets, and competition. Quickly identify real-time deal breakers and accelerators, where to spend your time and how to intersect your value proposition with customer's needs. The Salesforce® AppExchange is a marketplace of business applications and consulting partners. Visit us on the AppExchange to read client reviews and learn more.

WITH AUREA'S FIRSTRAIN SOLUTION, IT'S EASY TO DELIVER JUST-IN-TIME ANALYTICS, DESIGNED TO INCREASE CUSTOMER ENGAGEMENT AND GROW REVENUE.

At a glance, get the latest activity in your accounts tailored to your role

Find out who to call and what to say

Tuned to your accounts & priorities such as:
- Product Lines
- Territories
- Competitors
- Verticals

Aurea's FirstRain solutions increase customer engagement, identify opportunities and notify you of risk every step of the way. We understand the global business world,

its structure and relationships, its dynamic nature, influences and trends. Through our unique machine learning and big data analytics we help you build an unmatched view of the space you operate in, by aligning with your strategic goals, prioritizing insights based on your real-time business needs and delivering solutions in a way that drives the most impact and revenue.

KNOW WHO TO CALL

The "Who To Call" panel keeps you up to date with alerts on "Deal Threats & Accelerators," "Reasons to Check-In," as well as "Good to Know" content. Access it anywhere, from the App or through your daily email brief.
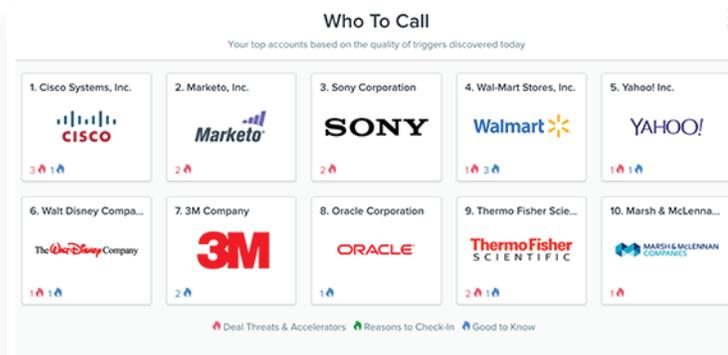
PREPARE FOR CUSTOMER MEETINGS

Receive "Meeting Briefs" fifteen (15) minutes before a scheduled appointment when you integrate your iOS calendar with the FirstRain Mobile App. Find personalized insights about for next appointment and engage in conversation with confidence.

FACILITATE ACCOUNT PLANNING

Gain a competitive edge with business analytics and insights panels. Understand key developments within your accounts to close new business deals and expand current contracts.

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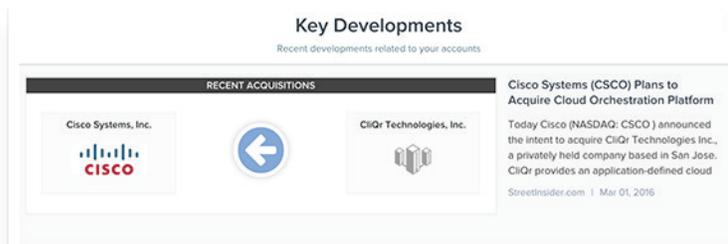
TRACK MANAGEMENT CHANGES

The "Management Changes" panel keeps you in the know with management changes taking place in your accounts. Receive an email alert or App notification when an executive change takes place.

TRACK SOCIAL COMMENTARY

The "Most Talked About" panel gives you a timeline view of the companies, topics and industries you are tracking for key relevant tweets and quotes shared.

MONITOR YOUR TARGET MARKETS

Visual analytics highlight what companies and business drivers are trending in relationship to your Target Markets. The set of heat maps help you understand what is happening in real-time.

STAY ON TOP OF YOUR COMPETITORS

See the "What's New," "Management Changes," "Key Developments," "FirstReads," "Influencers & Market Drivers," "FirstTweets," and "Social Commentary" panels by default across our company's competitors.

Aurea

Your Company: Predictive, Proactive and Productive

STEP INTO YOUR CUSTOMER'S WORLD

Aurea's FirstRain solution enables sales teams to become experts on their customers and prospects by providing real-time insights to maintain and develop key relationships as well as find new opportunities, and ultimately close more deals.

Always be prepared

- Facilities Expansions
- Leadership Changes
- Product Announcements
- Reasons to Call
- Business Tweets
- Customer Activity Trends

IDENTIFY RISKS AND TAKE ACTION

Real-time dynamic semantic graph of businesses and business structures that conceptualizes the changing relationships, emerging events, management changes, business strategy developments.

Don't get surprised

- Deal Threats
- Regulatory Changes
- Corporate Restructuring
- Financing & Investment
- Product Recalls

REVEAL MARKET INSIGHTS AND TRENDS

FirstRain delivers unmatched key market and competitive intelli-gence on your target market. Respond to your market needs, outwit competitors and grow market share from your under-standing of the ever changing environment you target.

Lead with vision

- Mergers & Acquisitions
- Litigation Changes
- Market Disruptions
- Industry Trends
- Awards & Recognition

"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.

"The big data analytics of FirstRain's solution provided intelligence to Microsoft's market-facing teams that allows them to better understand and act on the business objectives of their customers, markets and competitors. FirstRain delivers intelligence that would have otherwise been difficult or impossible to find."

Jennifer Robbins
Library Program Manager,
Microsoft

Aurea

Accurate, Consistent Data In The Format That Suits You Best

Aurea's FirstRain solution integrates seamlessly into the systems your teams already use, whether through the world's premier CRM and social enterprise platforms or mobile. Having personalized, hyper-relevant data at their fingertips transforms your entire company into experts on their customers' business and enable them to work smarter and more efficiently.
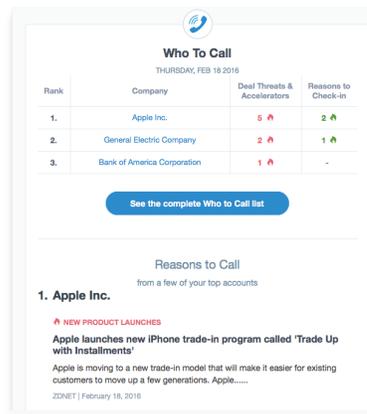
ON YOUR IPHONE & IPAD
Download the iOS or Android app.
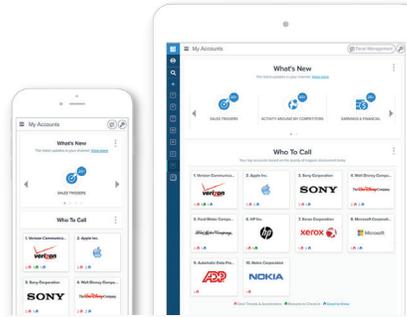
VIEW EMAIL BRIEFS
Never miss a business critical event again. FirstRain's email briefs are available in the following formats and schedule according to your needs:
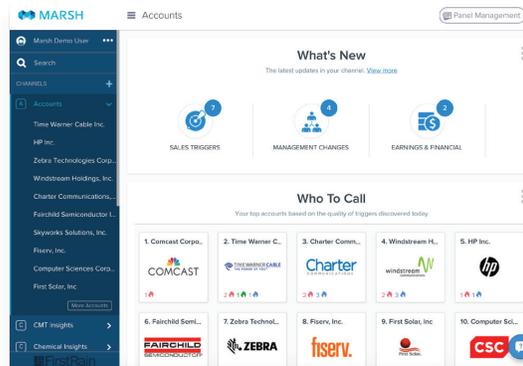
- Summary
- Detail View
- What's New
- Who to Call

ON YOUR WEB BROWSER
FirstRain is a fully responsive web application available to you wherever you need it. Cross platform synchronization ensures that changes are propagated across all your apps.

* Additional access points include: CRM, Portals, etc.

Activate your Unlimited benefits

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

Request More Information ❯

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