

Pivotal CRM



The industry's most flexible CRM solution



Flexible CRM Your Users Will Love

Ask any CRM expert what really makes or breaks a CRM implementation, and you'll get the same answer: user adoption. Many companies have invested time, money, and passion into deploying the perfect CRM system, only to find that it's worth very little if people aren't using it.

For CRM to give true business insight, it needs to be used across the enterprise. It needs to be an indispensable daily tool, the hub of activity across customer-facing departments. CRM isn't something you have to compel people to use—it's something users swear they couldn't function without.

We understand this, and it's why we've gone to great lengths to make Pivotal CRM a solution your users will love.

Familiar Interface: Minimize the Learning Curve

The Pivotal CRM interface and navigation is designed to closely mirror the Microsoft® interface your users are already familiar with. Finding their way around and learning to use the tools is therefore fast, intuitive, and comfortable, cutting down on training time and costs.

Task-Based Navigation: Get There Faster

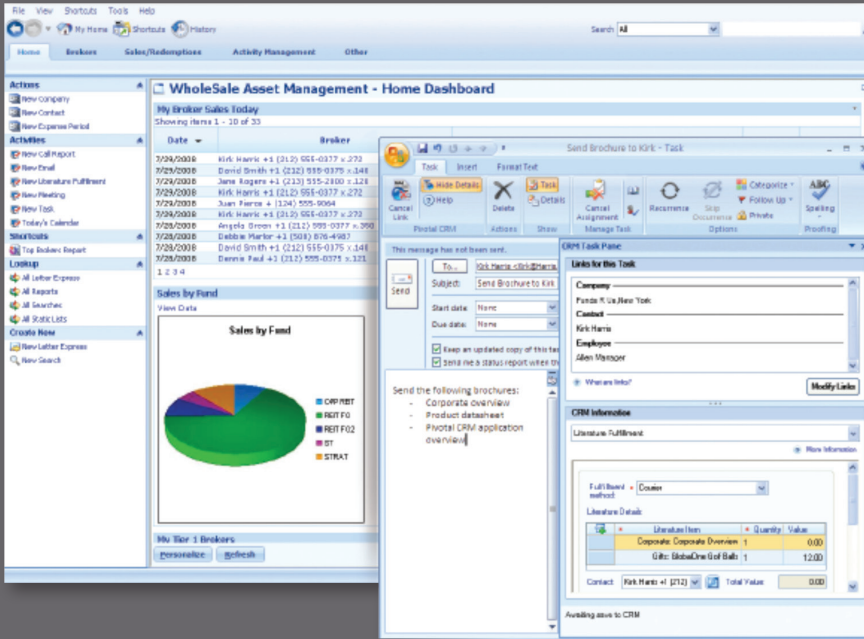
Full-featured CRM is important, but too many bells and whistles can make any system overwhelming and challenging to navigate. Pivotal CRM's task-based navigation makes it easy to beeline straight for the features that are relevant to your role.

Embedded Processes: Mirror Your Workflows

With generic out-of-the-box CRM, companies often need to create workarounds to get the system to fit their processes—or worse, adapt their way of doing business to fit the software. With the flexibility of Pivotal CRM, you can deploy a system that reflects your unique workflows, standards, and data models, embedding your company's processes right there in the system and giving users a solution that works the way they do.

Personalization: Make It Your Own

Pivotal CRM's flexibility doesn't end at the administrative level; it's designed to give end users the ultimate flexibility as well. Users can configure their dashboard to show the information that is most relevant to them—their key contacts, tasks, leads, calendar items, and more. The flexible SharePoint Web Parts structure allows a virtually limitless variety of components to be integrated into the user dashboard, including third-party applications and data feeds. This makes Pivotal CRM the user's primary destination for all the information they need.



Integrated Tools:

Create a True Hub

Pivotal CRM comes pre-integrated with the tools your employees use every day: Microsoft® Outlook®, SharePoint®, and the Office suite. This allows users to move seamlessly between systems, eliminating cumbersome application switching and increasing productivity. Users enjoy the ability to use familiar tools while leveraging the rich data in Pivotal CRM.

CRM without Compromise—For less

Built on the Microsoft .NET Framework, Pivotal CRM is easier to implement and costs less than megalithic enterprise CRM systems. It also typically trounces software-as-a-service systems when total cost of ownership is assessed over a multi-year period. Pivotal CRM's flexible application development platform and customization toolkit make it faster and less expensive to

deploy a tailored system with complex processes and relationship structures—or to build additional applications that extend beyond traditional CRM. Whether you choose to customize the system yourself or have us do it for you, selecting Pivotal CRM will save you time and money.

Supporting Your Customer Experience —From End to End

The flexible Pivotal CRM suite is an integrated solution that spans all customer-facing processes, from first contact through the sales process to ongoing relationship management and service.



Flexible Pivotal Application development Platform

Microsoft® .NET Framework



Customer-driven companies don't need to be convinced how important CRM is to their business strategy; they already know. If you want to combat competition, commoditization, and margin compression by creating an integrated, differentiated customer experience—your way—then Pivotal CRM is the customer relationship solution for

Call us today at **+1 877-PIVOTAL** or visit us at **www.PivotalCRM.com**.

