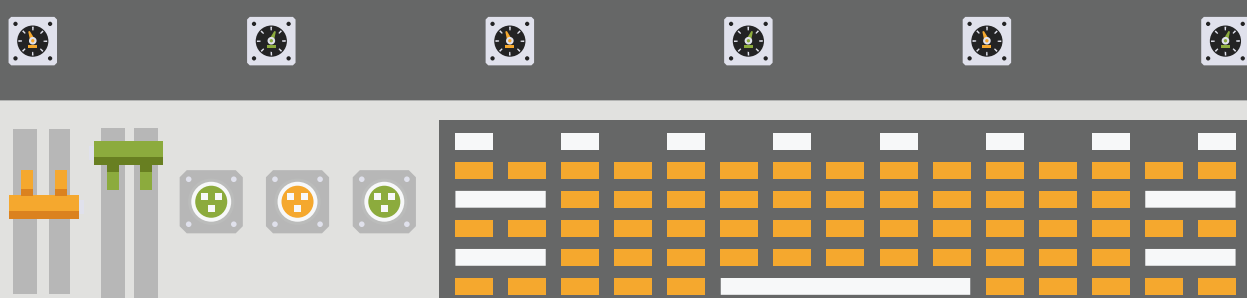


# 6 Reasons to Combine Your ERP & CRM to Accelerate Business Success

Automation and system optimization is the way of the future. Stay ahead of the curve with an ERP-CRM integration and reap these benefits for your business, employees and customers.



## 1. Gain end-to-end visibility across production, sales, customer service & marketing.



Integrating your databases into a streamlined solution gives you a 360-degree view of your business. This allows you to align supply and demand chains, maximize financial performance, drive sales productivity and improve the quality of your data. By having a holistic view of your end-to-end processes, you can boost efficiency, eliminate redundant processes and quickly adjust operations when issues or opportunities arise.

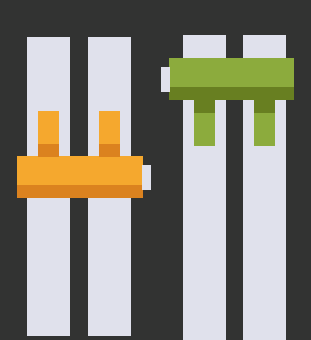


## 2. Easily manage complex supply chains & sales channels.

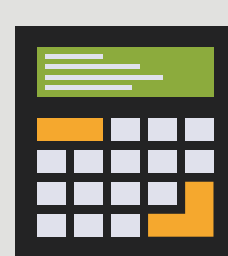
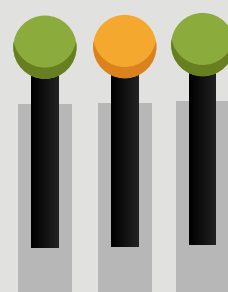
Alignment of supply and demand is a core benefit of an integrated ERP and CRM solution. It is critical to have the right tools and processes in place to aggregate sales forecasts, accurately track the sales pipeline and optimize inventory levels across the supply chain. With an integrated ERP and CRM solution, you can improve planning and decision-making and better manage your sales cycle in tandem with your client relationships.



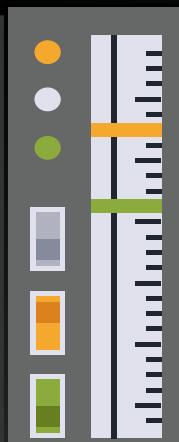
## 3. Eliminate information silos.



When your organization is juggling multiple systems, you are also juggling their insular, self-contained processes. Because these disparate systems become silos of information, you miss vital opportunities to get a holistic view of your financial and operational data. Integrating your ERP and CRM under a cohesive solution enables you to consolidate your data in one reporting location, allowing you to share information across departments, reduce blind spots and make better-informed decisions.



## 4. Create a single source of truth.

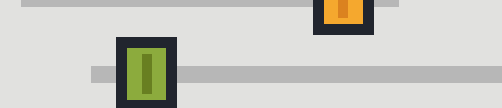
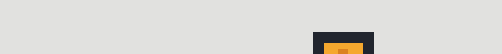
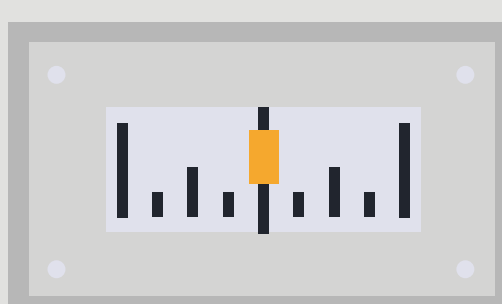
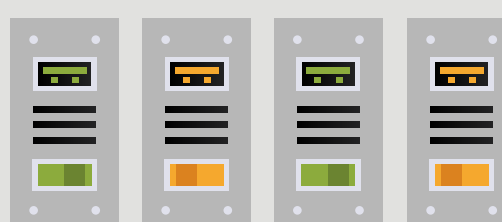
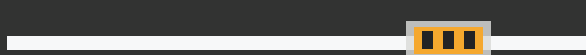


Once you've eliminated the silos, you provide your organization with a single source of truth where your teams update and share crucial data. With one source, you eliminate the need to repeat data entry into two different systems and bring transparency and better communication to your teams.



## 5. Spend less money.

Because an integrated solution requires minimal customization, this also means that it's less expensive to build out. Additionally, using a singular tech stack eliminates the time and expense needed to train employees on two disparate systems – and alleviates hidden costs like lower productivity and poor data quality.



## 6. Avoid getting left behind.

With cloud-based solutions, you receive real-time updates and can implement them immediately when they're pushed to you. This means that, from a platform perspective, you're never getting left behind. You are always on the forefront of the latest features, bug fixes and system upgrades. And, unlike companies using a legacy, on-premise application, you can easily implement these upgrades across your organization – with minimal lift.

