

Maximize Revenue By Unlocking Complete Visibility Across Multiple CRMs

Quickly and Easily Visualize Data to Effectively Collaborate Across Multiple CRMs

It's no surprise "high-data quality" is the #1 desired feature of a CRM platform¹. However, only 22% of businesses report excellent data connectedness². Why the massive disconnect between the desired and current state?

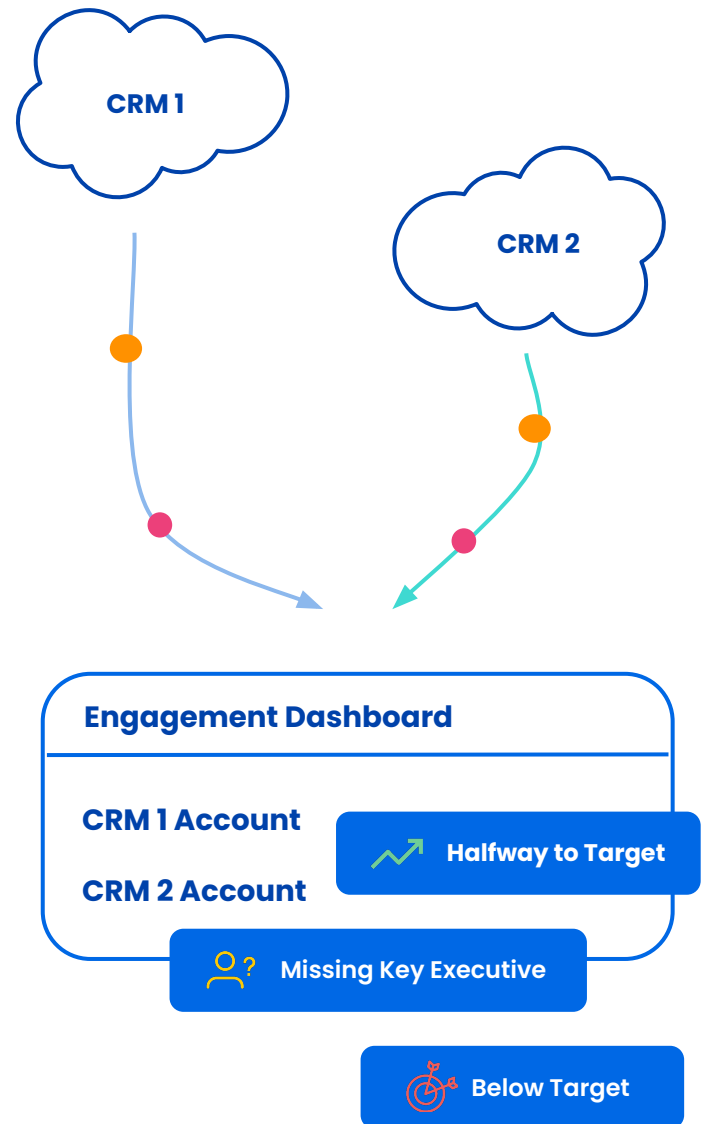
As enterprise organizations grow – often through acquisition – they add new headcount, new locations, and take on existing CRMs. While often exciting, this also poses new challenges. Specifically on sellers, revenue leaders, and IT teams. With the addition of another CRM comes multiple logins to navigate, overlapping accounts, zero visibility into cross-functional account engagement, and an immediate need to unify data.

To unify data, IT teams often take two paths:

1. Continue to access separate CRMs and rely on a data warehouse or additional business intelligence tools to unify data.
2. Bring on a 3rd-party systems integrator to migrate and consolidate from multiple CRM organizations into one.

The problem? Both are costly and time-consuming. Not to mention, these options are frustrating for sellers who suffer from missed upsell or cross-sell revenue due to incomplete data, misaligned sales teams, and a poor customer experience.

The solution? CRM Connect by People.ai – a simple, cost-effective way to unify data from multiple CRMs into a single, easy-to-use tabular view. With CRM Connect, GTM teams can finally work off a single source of complete and accurate data – without the cost and complexity of traditional multi-CRM environments.



Unify Data Across the Most Complex Enterprise CRMs to Unlock Actionable Insights

Quickly and easily visualize data in order to effectively collaborate and work across multiple CRMs in a single view. By unlocking complete and accurate data across multiple CRMs, revenue teams can easily identify cross-sell and upsell opportunities within existing customers, run an efficient and effective sales cycle with complete visibility into all customer activities, and ultimately drive additional revenue.

True 360-Degree Views of All Customers

By unifying data across multiple CRMs, you'll unlock complete visibility across the GTM motion, easily identify cross-sell/upsell opportunities, improve internal communications, and deliver a better customer experience.



23 Open Opps Across Overlapping Accounts



\$2.5M in Overlapping Accounts

Unify All CRM Data, at an Accelerated Speed

Create a single source of truth within weeks (not years) for your GTM partners, without the pain of consolidating CRMs or utilizing multiple data solutions - at a fraction of the price.

CRM 1



Adobe Account



Adobe Opportunity - New Business (West)

CRM 2



Adobe Account Inc



Adobe Opportunity - Renewal (East)



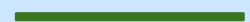
Achieve Maximum Revenue from Each Customer

As a unified GTM team, quickly and seamlessly engage with both existing and newly acquired customers for a complete understanding of your total addressable market across all accounts while gaining greater stickiness for your offerings.

Engagement Dashboard

Engagement Level

Adobe



Adobe Inc



"Our sales leaders now have additional intelligence and insight into the health of our client accounts and their engagement with prospects and customers."

Terry Bird
VP Sales Enablement



Delivering Best-in-Class Data Protection, Cloud Computing, Security and Compliance

Protecting your information is a vital part of one of our core company values:
"The Customer Is Everything."

