



# Bring world-class collaboration to your Aurea CRM with Jive – free from Aurea Prime

Aurea CRM is a best-of-breed customer relationship platform. And Jive Interactive Intranet - from Aurea - is the world's leading collaboration platform. Together, they're a one-two punch for your sales force, providing the critical information you need to manage deals *and* the team collaboration you need to close them.

Best of all, the Standard Edition of Jive Interactive Intranet in the Cloud is *completely free* to Aurea CRM customers through Aurea Prime.

With Jive you can:

- *Bring collaborative conversations into your CRM*
- *Empower your sales reps with streamlined, mobile teamwork*
- *Make your sales motion fast and frictionless*

## Why Jive + Aurea CRM?

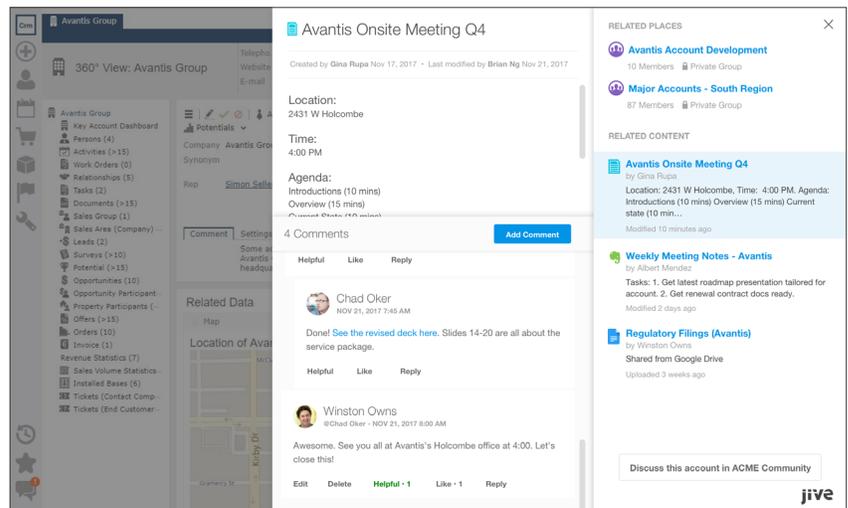
Jive is the gateway to your most valuable assets – your people and your knowledge. It's the perfect complement to Aurea CRM, bringing together your sales teams and other stakeholders in one place to pursue opportunities and close deals faster and more successfully than ever before. Everyone involved in the deal can work together from anywhere, using their favorite desktop or mobile device.

Jive has helped some of the world's leading companies and best-known brands achieve breakthrough sales results:

- **Increased deal size by 5%**
- **Increased win rate by 12%**
- **Decreased RFP response time by 25%**
- **Shrunk deal cycle time by 22%**

## Conversation in your CRM

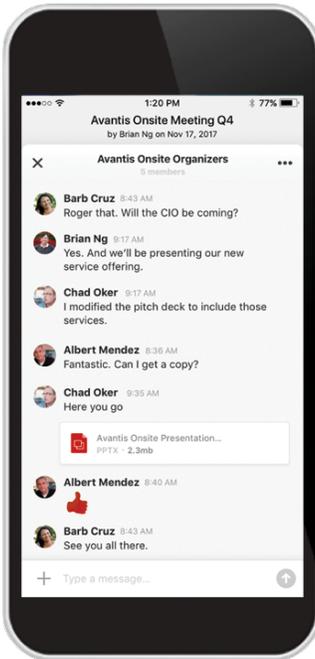
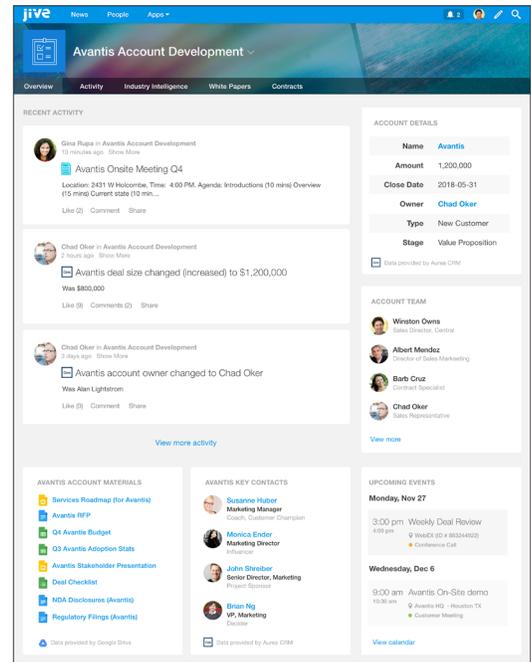
While your Aurea CRM provides critical opportunity and account data, Jive adds conversation and collaboration capabilities. You can stay in sync and work together moment by moment, without leaving your CRM.



## A one-stop shop for deal management

Inside Jive, you can create virtual "deal rooms" where everyone involved – inside and outside your sales team – can quickly come together to plan, execute, and stay informed. Any seller can set up a Jive deal room in minutes, pulling together all the players, all the resources and all the information you need, in one convenient location. Jive streamlines and accelerates the most complex aspects of deal management, like finding critical information, getting answers to time-sensitive questions, creating RFPs and bid management.

- Connect with your entire team: not just sales and not just CRM users, but anyone inside your company (marketing, legal, product management, subject matter experts) or outside (partners and contractors) involved in the deal.
- Find information and assets: sales collateral, presentations, bids, RFPs, contracts
- Get fast answers: ask and answer each other's questions
- Communicate and collaborate: hold conversations, create and review documents
- Stay in sync: read the latest updates, schedule meetings, manage events



## Onboarding and sales enablement, too

Jive doesn't stop at deal management. It's a complete sales portal with everything you need to equip and enable your reps:

- **Faster onboarding:** Onboard new hires in record time, while cutting training costs
- **Better enablement:** Keep reps prepped and ready to sell around the clock, everywhere
- **Easier account planning:** Connect your account teams to develop plans and manage day-to-day operations

## Totally mobile

Your team can access all of this functionality on the go, thanks to Jive's fully responsive UI and marketing-leading collaboration app for iOS and Android. Everything reps need to stay productive and synced up is always just a tap away, with a fast, consumer-style mobile experience tailored to the needs of busy sellers.

Turn your Aurea CRM into a next-generation sales execution platform with Jive – free from Aurea Prime. Contact your Aurea account representative.