

crown

combine, create, communicate



## combine, create, communicate

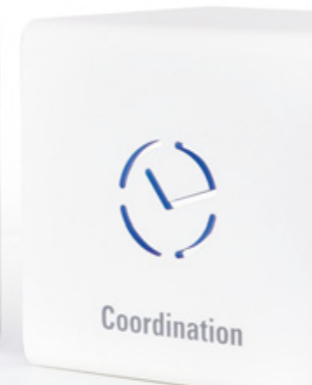
Crown offers you six separate modules for organisation and communication in your business – no matter where you are or what system you are using. This approach is as yet unrivalled. Discover a system that is technically revolutionary, easy to use and so flexible that it

can be tailored to suit your company in any way imaginable. This vision has already become reality at Crown. Rely on this modular solution and you will profit from unique synergies in company communication and organisation. In the areas **PORTAL** and **BUSINESS**.

You can combine all the modules you need for your company. Together with Crown you will be able to create solutions that will exceed your expectations. And, succeeding this, you will have the opportunity to optimise your communication on all channels – with employees, partners and customers alike.

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### PORTAL



### BUSINESS

## CMS – flexible, safe, unlimited



### CMS by Crown is

- flexible, as there are no technical boundaries – everything is possible.
- safe, because you can trust in its reliability – from data safety to availability.
- unlimited, as it offers the technical basis for all types of portal – from small to massive, national or global.

### Application fields

- modern websites
- company or product presentations
- fully integrated portals

## Commerce – integrated, efficient, profitable



## Commerce by Crown is

- integrated, because it is fully embedded into the modules CMS and Coordination – from the ordering process to the payment system.
- efficient, as it has all the requirements for your business – with a high level of automation and little administration needed.
- profitable, since it will optimise your web shop and e-commerce activities – guaranteed.

### Application fields

- efficient commerce conducted via the Internet (e-commerce)
- electronic product catalogues
- handling and automating ordering processes
- safe payment processing
- monitoring of consumer data, payment systems
- procurement of goods and services (e-procurement)

## Community – communicative, multimedia, exciting



## Community by Crown is

- communicative, facilitating an exchange of information and know-how – in a user-friendly way.
- multimedia, as it combines video and audio elements – that's entertainment!
- exciting, because every day brings a new experience – always in motion.

## Application fields

- forums
- social networks
- lifestyle communities
- blogs
- support platforms
- knowledge bases

## CRM – individual, personal, easy

### { } CRM by Crown is

- individual, as organising customer relationships is as diverse as the customers themselves – that calls for solutions.
- personal, because directly addressing a customer strengthens the relationship – without a doubt.
- easy, as nothing else makes sense – CRM should be used actively.

### Application fields

- managing and organising customers
- personal and individual supervision
- monitoring and optimising of sales
- best use of sales opportunities



## Coordination – transparent, automated, tailor-made

### Coordination by Crown is

- transparent, since all processes are constantly monitored – the basis for quality management.
- automated, as that increases performance – greater efficiency in repetitive processes.
- tailor-made, because different companies have different needs – look forward to your individual solution.

### Application fields

- handling and optimising processes (business process management)
- workflow management
- quality management
- integration of external service providers
- organic processes



## Call Manager – mobile, comfortable, team-oriented

### Call Manager by Crown is

- mobile, as you can be reached by one phone number – anywhere in the world.
- comfortable, with everything in view at the click of a mouse – telephony, unified messaging, fax, voice mail and more.
- team-oriented, connecting your employees across different locations – wherever necessary.

### Application fields

- telephony, fax and voice mail
- unified messaging
- mobile working
- world-wide availability
- teamwork across different locations



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Crown Software GmbH · Kriegsstr. 236 · 76135 Karlsruhe · Germany  
Tel. +49 721 6691-0 · Fax +49 721 6691-900 · [info@crownd.de](mailto:info@crownd.de) · [www.crownd.de](http://www.crownd.de)