

Drive ahead in capturing the market

SOLUTION OVERVIEW

Challenge

13,000 a day: the rate at which the AEC industry needs to construct buildings between now and 2050 to support an expected 7 billion person population living in cities.¹

That's a lot of work to pursue. Momentum to capture the market is lost when you're stockpiling contacts in disjointed systems. Think about it: you're truly on-the-go while nurturing prospects in meetings, calls, or networking events, but the opportunity data about the contact you're interacting with is held hostage somewhere in an email thread. You can rarely find the information needed in time to put it to good use.

Is your entire Business Development team slowing to a snail's pace to manually input contacts and make their best guesstimate to qualify opportunities best suited for your firm? You're either moving too slow with cumbersome processes, or you're kicking the gaps in project pursuits over to your Marketing team to make magic happen in the proposal.

Solution

Stop losing time. High impact work doesn't happen in silos, and neither does scalability. You need a software solution as the constant thread linking tribal knowledge and opportunity data together, while enabling your Business Development team to drive forward.

There's a sense of urgency to expand and capture new markets—you can't waste time chasing the wrong business for your firm. Accelerate your growth with a platform that ensures confidence in qualifying project pursuits and risk assessments while never falling short of un-siloing data across your firm.

Business Development and Marketing expedite growth when they work together. It's no shock that your firm moves faster with a solution that extends automation and efficiencies past your opportunities and into robust proposals.

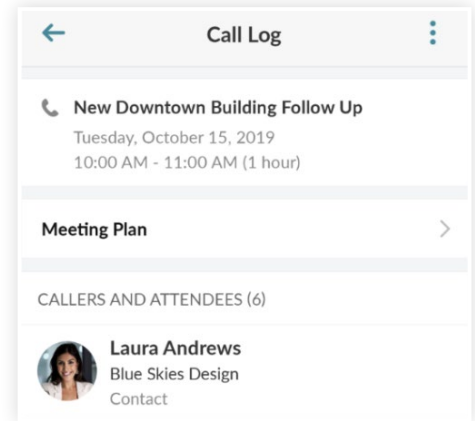
¹ Redshift

How we do it

Unanet CRM by Cosential is the only growth platform that goes beyond a CRM in owning the pre-sales process for market leaders winning business in the AEC industry. We are your catalyst for change.

Capture critical milestone moments while you're on-the-go

- Create key contacts with a quick business card scan.
- Surface and link strategic insights, like LinkedIn profiles or Company pages, to a contact.
- Automatically record call logs and other crucial meeting notes.

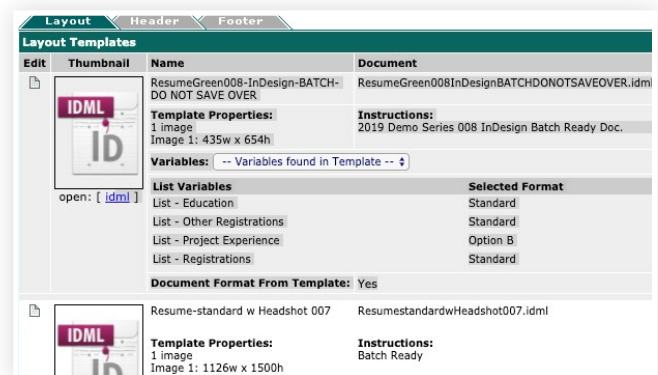


Ensure you're pursuing the right business

- Build best practices around project pursuits with weighted decision forms tied to an opportunity.
- Automate emails to decision makers for projects at specific criteria thresholds.
- Assess potential risks linked to larger projects with customizable forms.

Bolster your profit growth by adding Marketing to the mix

- Accelerate delivery of targeted and accurate proposals to win business.
- Enable Marketing to quickly generate qualifications statements, project profiles, and more.
- Streamline your process by batching resumes and other documents together.



Where Information Means Insight

Unanet is a leading provider of ERP and CRM solutions purpose-built for Government Contractors, A/E, and Professional Services. More than 3,200 project-driven organizations depend on Unanet to turn their information into actionable insights, drive better decision-making, and nurture business growth.



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