

# Investing in a best-of-breed solution is in your best interest

SOLUTION OVERVIEW

## Challenge

There's a high cost to putting all your eggs in one basket. Manual data entry is costing your AEC firm. When Business Developers, Seller-Doers, and Marketers aren't able to effectively use the tools and systems in place to help them succeed, their productivity decreases. Lead management activities, business insights, and past project pursuits are at the core of growing your firm because they lead to won projects—but they are often left to fragmented reporting, siloed spreadsheets, phone trees, and ultimately stem from failed user adoption of your ERP.

One-size solutions never fit all. If you remain reliant on manual processes, your firm won't scale. Opportunities to increase your firm's revenue are falling through the cracks because the areas of your firm responsible for pursuing and winning business have no structured way to go after new project pursuits.

## Solution

Don't leave the future of your firm up to outdated, siloed knowledge. Firms will win when they've invested in a project-based platform that places the power of pursuit data directly into the hands of Business Developers, Seller-Doers, and Marketers to enable collaboration. The right solution is designed with the flexibility to integrate with other key technology within the firm, allowing organizations to connect a multitude of systems for more efficient workflows.

Easier execution of your firm's strategy at scale begins with alignment across leadership. Business Development and Principals charged with the overall pursuit process are focused on the specific deliverables expected of their team, or the overall firm's goal. Implementing a platform that best meets the needs of the team can help them execute on your firm's deliverables that could otherwise become timely, costly, or frustrating with an ill-fitting system.

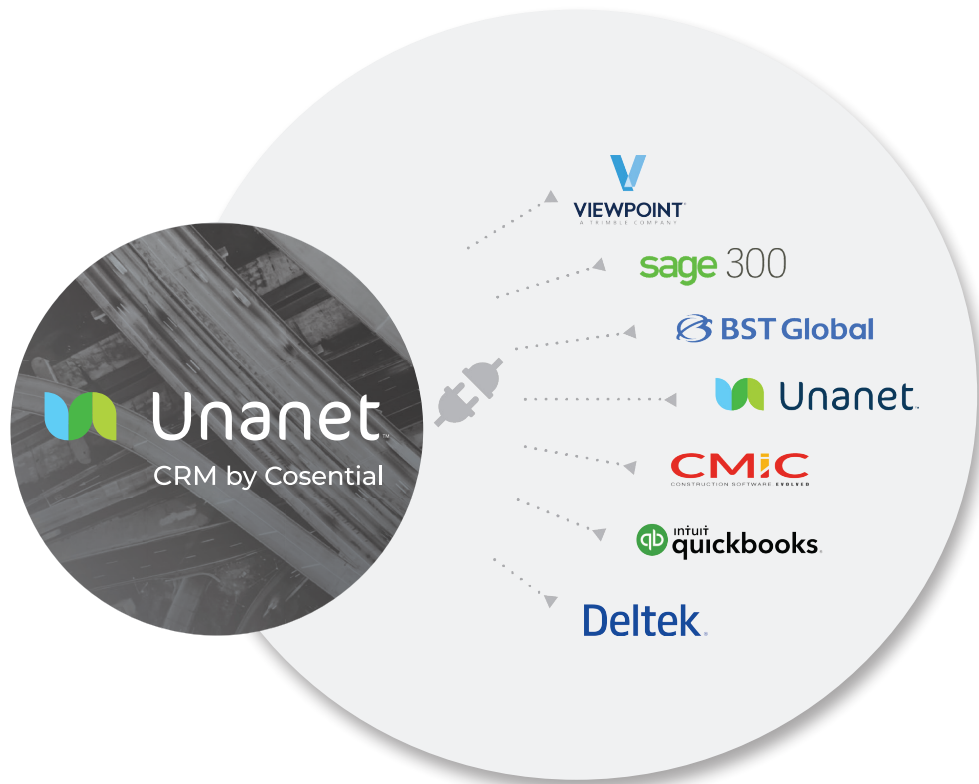
# Eliminate hurdles to maximize the power of your data

## Connect your accounting system

Unanet CRM, the only growth platform that goes beyond a CRM in owning the pre-sales process for market leaders winning business in the AEC industry, seamlessly connects with your ERP or accounting system. Continue to leverage your project-based data across the systems and access points best suited for achieving your firm's goals.

## Unlock clear insights throughout your project lifecycle from pipeline to profit

- Streamline productivity by automating project hand-offs across your firm.
- Be target-smart while creating winning proposals to bid and execute profitable projects.
- Improve collaboration and data accuracy for continuity between Business Developers, Project Managers, and Marketers throughout your project pursuits.



## 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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