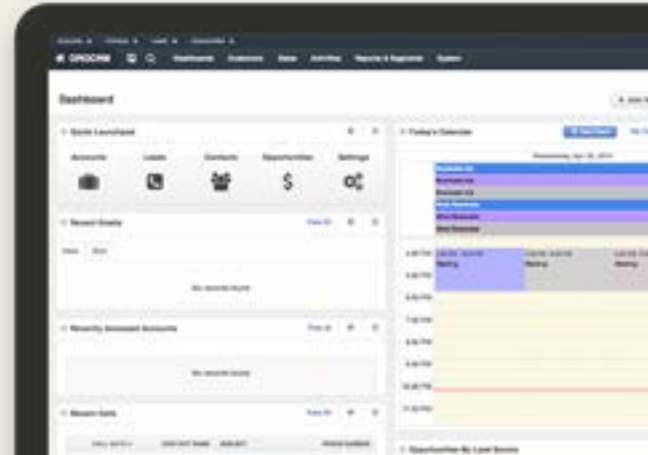# OROCRM Datasheet

OroCRM Enterprise and SaaS empower merchants to focus on customers instead of constantly building and integrating tools. With a single view of the customer across all sales channels you will be able to personalize sales and marketing efforts while keeping communications centralized.

OroCRM is fully customizable and flexible, as no two business are identical. You are in complete control to build the exact capabilities you need.

BENEFITS

Built for Commerce

OroCRM is built for Commerce and the way your business operates. Customize to your commerce needs.

Single View of Customer

Understand your customer across all sales and marketing channels, allowing salespeople to better understand customers needs and marketers to segment based on customer preferences.

Sales Productivity

Increased sales productivity for retailers. Put the right data in front of the right people at the right time. Visualize key performance data at a glance or dive into the detail to make the right revenue growth decisions.

FEATURES

Focused on Commerce

OroCRM brings both traditional B2B and innovative B2C features across your retail channels together to focus your efforts on the customer experience.

Multi-Channel Customer View

From Amazon and eBay to your online shop and retail store, gain a single view of each customer regardless of where they purchase. Better understand each customer and focus your efforts on providing them maximum value.

Segment and Prioritize

OroCRM features a robust segmentation and reporting tool that enables you to identify and take action on the most valuable opportunities first. Segmentation can be viewed across all channels and any datapoint.

Enterprise-Level SLA for Ongoing Support

Focus your efforts on building your business and not IT. Let our team support you by providing support when and where you need it most.

Flexible Platform

Because no two business are identical OroCRM was built with flexibility in mind. Customizing the solution is completely possible and can be done by you or one of our expert partners.

SaaS Deployment

Don't want the complexities of managing servers and deploying software? Let us handle it for you. Our SaaS offering gives you complete code customization flexibility, integration capability and extension implementation, while at the same time offering simplified deployment.