



The Business Value of Cloud-Based Customer Relationship Management

Benefits at the Intersection of CRM and Cloud

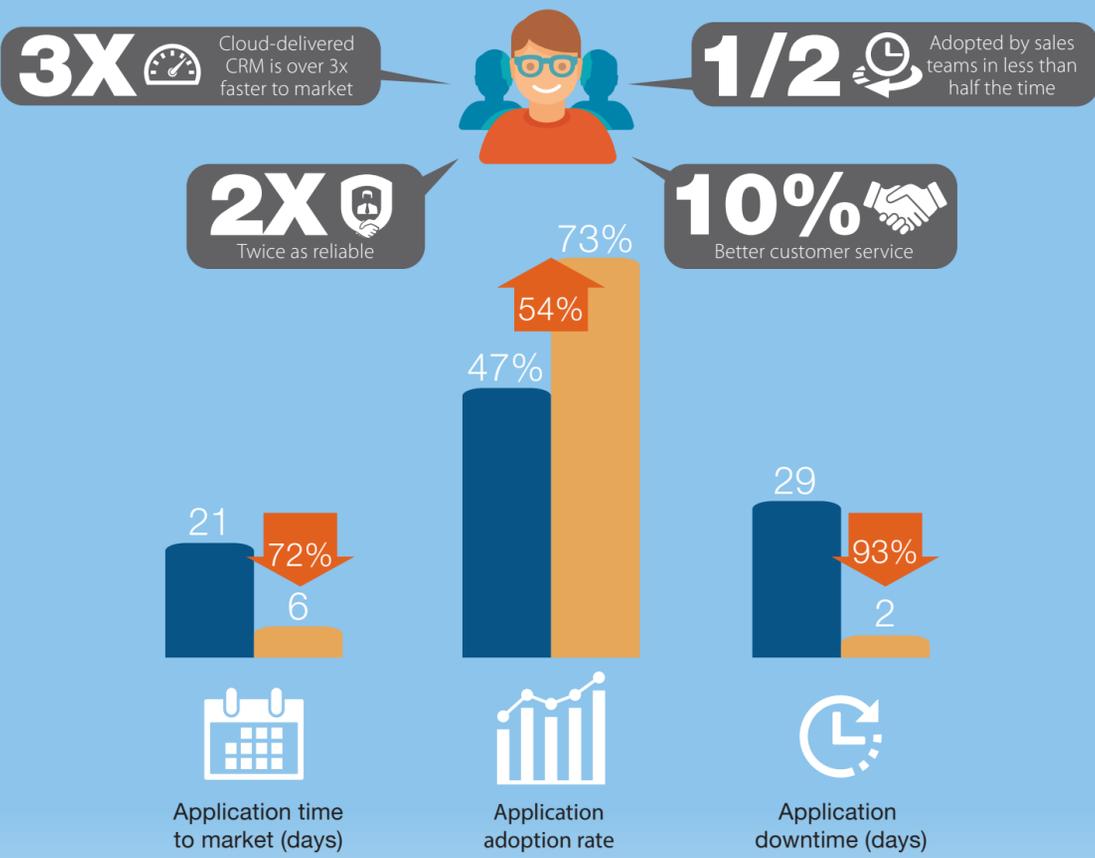


Cloud CRM Enables Mobile Sales

Reduces cost of sales and makes sales staff more efficient, leading to higher revenues



Cloud Enhances the End-User Experience



Cloud CRM Frees Up IT Assets and Budget

Resources can be spent more strategically

