Creatio
formerly bpm'online

WELCOME TO A WORLD WHERE ANY BUSINESS IDEA CAN BE AUTOMATED IN MINUTES

CREATIO (FORMERLY BPM'ONLINE) IS A LEADING LOW-CODE, PROCESS AUTOMATION AND CRM COMPANY

ACCELERATE

THE MOST AGILE CRM PLATFORM FOR MIDSIZE AND LARGE ENTERPRISES TO ACCELERATE SALES, MARKETING, SERVICE AND OPERATIONS

MARKETING Creatio

Marketing automation software to orchestrate customer journeys and accelerate lead-to-revenue

- 360° customer view
- Segmentation
- Lead scoring
- Lead management

- Landing pages management
- Omnichannel campaigns
- Email marketing
- Event management

- Marketing resource management
- Loyalty / reward program management

SALES Creatio

Sales force automation software to accelerate the complete sales cycle – from lead to repeat sales

- 360° customer view
- Opportunity management
- Orders and invoices
- Field sales

- Sales forecasting
- Products and services
- Quote management
- Contract management

- Document flow automation
- Territory and quota management
- Project management

SERVICE Creatio

Service management software to accelerate service delivery and streamline customer engagements

- 360° customer view
- Agent desktop
- Omnichannel communications
- Customer portal

- Case management
- Service catalog
- Service level agreement
- Knowledge management

- Problem management
- Feedback management
- ITIL-processes

LOW-CODE PROCESS MANAGEMENT AND CRM PLATFORM

UNIFIED **CRM** FOR SALES, MARKETING AND SERVICE

MARKETING	SALES	SERVICE	BUSINESS APPS

STUDIO – process automation and app delivery

INTELLIGENT **LOW-CODE** AND PROCESS MANAGEMENT PLATFORM

ACCELERATE

INTELLIGENT LOW-CODE AND PROCESS MANAGEMENT PLATFORM WITH OUT-OF-THE-BOX SOLUTIONS AND TEMPLATES

EVERYONE A DEVELOPER

LOW CODE NO CODE

Creatio embraces the "Everyone a Developer" concept for a seamless Business-IT alignment
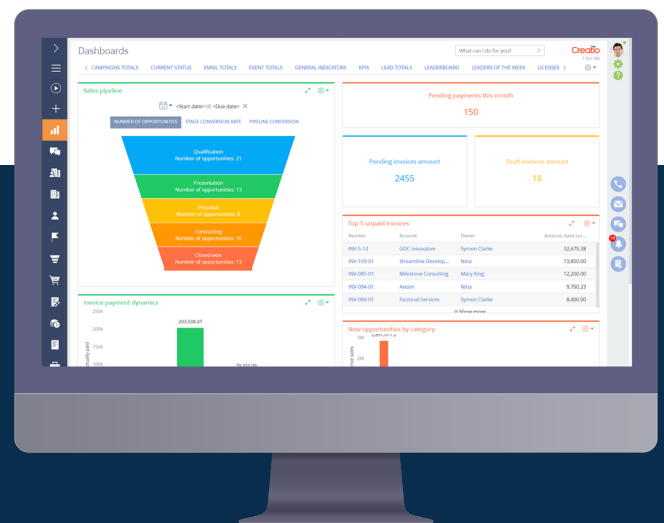
Studio free

Free powerful tools for collaborative process design

- Process designer
- Process library
- Collaborative process design
- Process documentation

Studio enterprise

Process automation and app delivery

- Business process management
- Case management
- System designer
- Core configuration
- Mobile application
- Security and administration

LOW-CODE BPM PLATFORM
ACCELERATE OPERATIONS AND MAXIMIZE AGILITY

CRM
ACCELERATE SALES, MARKETING AND SERVICE

ACCELERATE

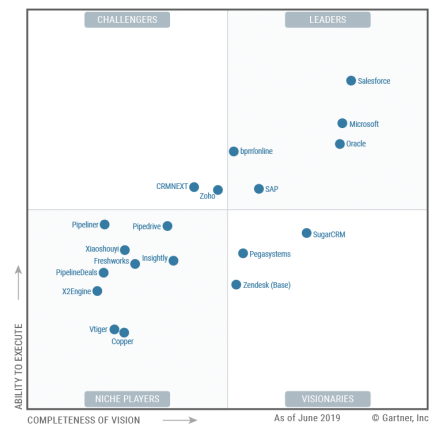# USE CREATIO PRODUCTS TO EFFICIENTLY MANAGE THE COMPLETE CUSTOMER JOURNEY

Today, the company serves thousands of customers worldwide.

OKI   ZEPPELIN CAT   L'ORÉAL   OMD   Kraft Heinz   HERSHEY'S Ice Cream

Bayer   TELE2   Ward Howell   KÄRCHER   Health efx   MAZDA

CREATIO HAS BEEN WIDELY RECOGNIZED BY KEY INDUSTRY ANALYSTS, RECEIVING MULTIPLE AWARDS

Gartner.

- Gartner Magic Quadrant for CRM Lead Management, 2019

- Gartner Magic Quadrant for Sales Force Automation, 2019

- Gartner Magic Quadrant for Enterprise Low-Code Application Platforms, 2019

- Gartner Magic Quadrant for the CRM Customer Engagement Center, 2019

- Gartner Magic Quadrant for Intelligent Business Process Management Suites, 2018

A Leader in Gartner Magic Quadrant for Sales Force Automation, 2019

FORRESTER®

- Digital Process Automation for Wide Deployments, Q1 2019

- Customer Service Solutions, Q2 2019

- CRM Suites, Q4 2018

- B2B Marketing Automation Platforms, Q4, 2018

- Cloud-Based Dynamic Case Management, Q1 2018

- Sales Force Automation, Q2 2017

USA office
280 Summer St., 6th Floor,
Boston, MA 02210
+1 617 765 7997
info@creatio.com

UK office
50 Liverpool Street
London EC2M 7PR
+44 20 3384 0040
info@creatio.com

Australian office
Level 8 Melbourne,
90 Collins Street, VIC 3000
+61 2 6145 2888
info@creatio.com

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