



## Cosential CRM for Ajera

*Cosential gives Ajera users the power to transform how they manage their customer and prospect relationships and improve their marketing and business development results.*

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Cosential is a leading CRM and Proposal Automation solution designed specifically for architects and engineers. Axiom's partnership with Cosential combines best in class solutions for your accounting, project management, business development and marketing needs. The combined power of Ajera's accounting and project management platform with Cosential's CRM and Proposal Automation tools provides the most complete and deeply integrated solution available for architecture and engineering firms today.

### What Cosential Offers Your Firm

**Best in class solution** – Cosential was built by A/E marketing professionals with a deep understanding of your unique pain points and business processes. Cosential is tailored to A/E best practices in every way.

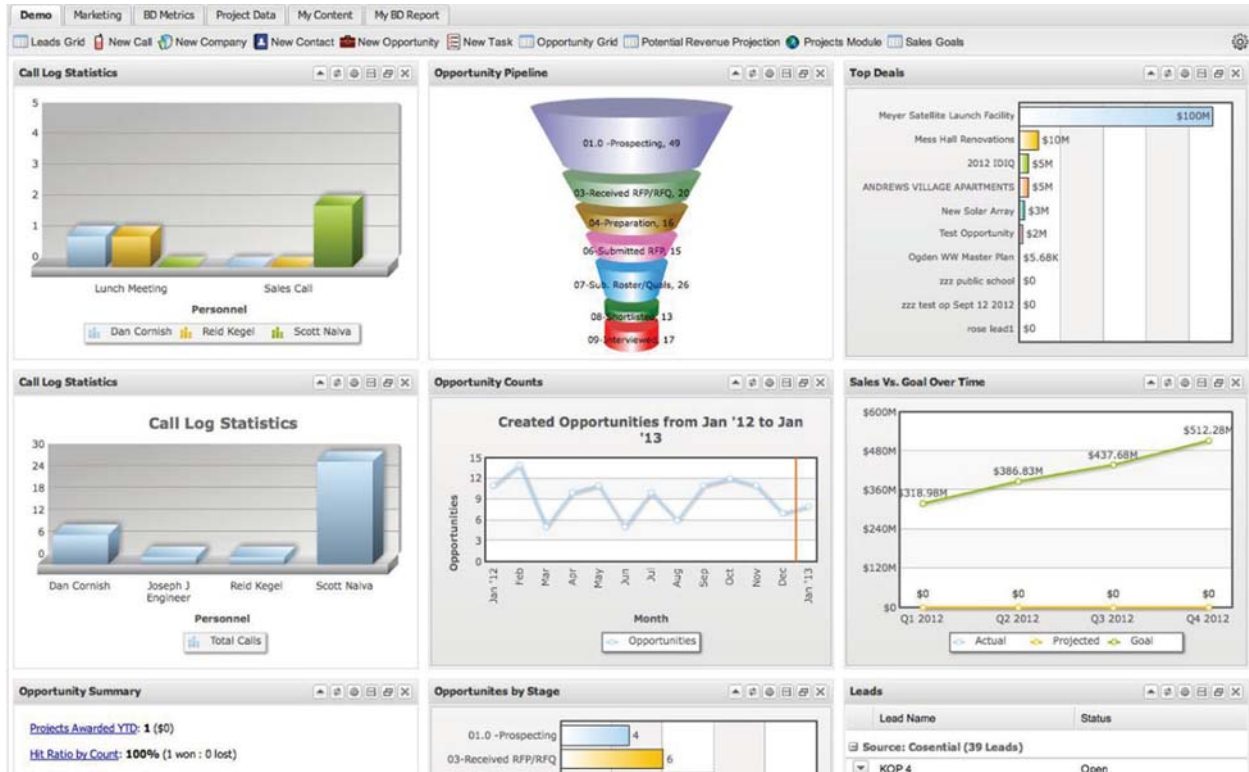
**Tools to Revolutionize Business Development** – Cosential keeps business developers on task by tracking all communications including phone calls, emails, next action items, and events from one easy-to-navigate grid. Users also can import, manage and mine their data to track their success and make informed decisions.

**Information Tracking** – Strengthen decision-making with unprecedented visibility and analytics on relationships, past project performance, sales pipeline, revenue projections, and more. Armed with this knowledge, you can make strategic adjustments to your business development efforts, project staffing or personnel resources as you manage the entire A/E project lifecycle.

**Proposal Automation** – Eliminate hours spent tracking down resumes, project lists and other details and focus instead on perfecting your winning materials. Cosential's exclusive proposal automation solution makes it easy to prepare targeted and accurate proposals, government forms and other marketing collateral.

**Essential Integrations** – The two-way Ajera integration securely syncs project-specific marketing and financial data to reduce repetitive data entry, ensure consistency and easily prepare accurate proposals. Cosential's integration exchange also includes Microsoft Outlook, LinkedIn, Adobe InDesign, lead subscription services, and others.

Managing marketing efforts can be an enormous task for any firm. From business development calls to proposal generation, your team needs the right tools to streamline workflow and be effective.



## Key Features

- Activity tracking
- Pipeline, goals and sales analysis
- Revenue projections
- Proposal automation
- SF330 generation
- Dashboard analysis
- Integration with Outlook, LinkedIn, Adobe InDesign, lead subscription services, and many more.

Cosential goes beyond a standard CRM by integrating all information that is relevant to A/E firms. Other CRM solutions either just provide basic functionality, or are not specific to the needs of an A/E firm. Cosential CRM in conjunction with Ajera enables an A/E firm to effectively grow and manage its business.