

Our focus is the business of relationship management solutions.

Our strength is high return on investment in real-world situations.

CRIXP enables you to

- drive down total cost of ownership (TCO)
- unleash information assets
- enhance corporate agility
- satisfy changing customer and market needs in real time

The logo for CRIXP features the word "crixp" in a lowercase, sans-serif font. The letters "c", "r", "i", and "p" are black, while the "x" is a vibrant green. The "x" is composed of two overlapping, slightly offset shapes that create a sense of depth and movement. The logo is centered within a large, light blue, abstract graphic that resembles a stylized letter 'C' or a large, open parenthesis, which is set against a white background with a blue border.

**What:**  
 With openCRX, CRIXP offers the first professional open source CRM suite integrating sales, marketing, and service operations throughout the enterprise to handle all dimensions of relationship management.

**How:**  
 By setting the standard in the CRM market with a platform that is open, scalable, and easy to use.

## Solutions for limitless relationship management

CRIXP is about empowering companies and enabling their employees to handle relationship information across all systems, processes, and organizational units effectively, reliably, and at an unrivalled low total cost of ownership (TCO).

CRIXP, founded in 2003, is a privately held company with headquarters in Zurich, Switzerland.

## Competitive advantage

CRIXP delivers modular customer relationship management (CRM) solutions with a rich set of features and functionality. We differ from other vendors by building solutions with 100 percent commitment to open standards, scalability, and radically reduced TCO. Limitless interoperability is the key to delivering solutions of unrivalled value, tailored to mirror your unique business processes.

Customization	Time savings: 50%
Integration	Time savings: 50%
Operations	Cost savings: 50%
Licences	Cost savings: >90%
<b>Total cost of ownership (TCO) over 5 years</b>	
openCRX	Typical CRM suite

At CRIXP, we believe in Model Driven Architecture (MDA), state-of-the-art software architectures, and development methods defined by the Object Management Group (OMG), the software industry's largest standardization group. We employ this advanced technology to achieve breakthrough levels of efficiency and responsiveness, enabling our customers to be more agile, productive, connected, and customer-centric. Put your clients at the center of business processes, and optimize profitability, revenue, and customer satisfaction.

**Solution design:** Establishing a common language, capturing business logic, and modeling your individual blueprint for success are important activities in designing a relationship management solution that fits your business.

**Implementation:** openCRX, professionally customized, enhanced with industry- and enterprise-specific features and workflows, and limitless information flow across all your applications and organizational units are the main deliverables of the implementation phase.

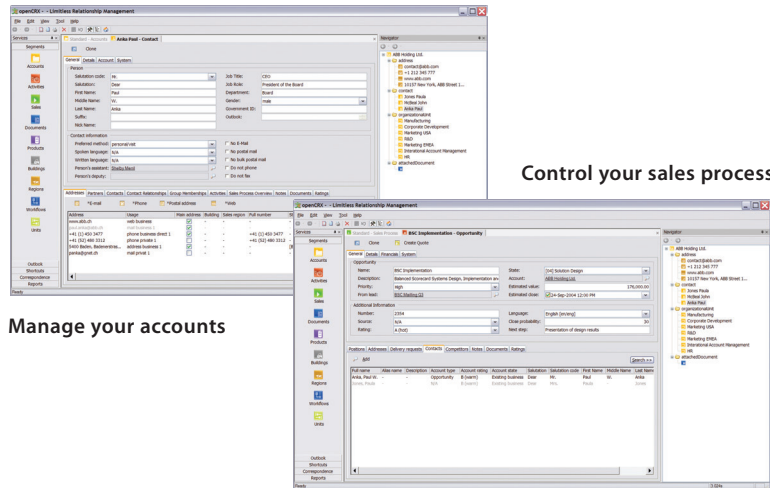
**Support:** CRM is a journey, not a destination. Market developments, organizational changes, and new business initiatives regularly require changes to your processes and systems. CRIXP provides knowledge transfer, on-site administration, and service level agreements to guarantee fully operational applications at all times.

Why:  
To solve the challenges of difficult customization, complex and troubled integration, costly operation, and lack of interoperability introduced by proprietary and inflexible technology architecture.

For whom:  
Successful companies of any size striving for agility and ready to put customers at the center of the business experience.

## Open source CRM – for marketing, sales, and customer care

openCRX is an open source CRM application designed to meet the needs of organizations requiring multifunctional, enterprise-wide management and coordination of marketing activities, sales processes, and customer care. With openCRX you can draw on any information resource available throughout the enterprise, and engage customers rapidly and reliably.

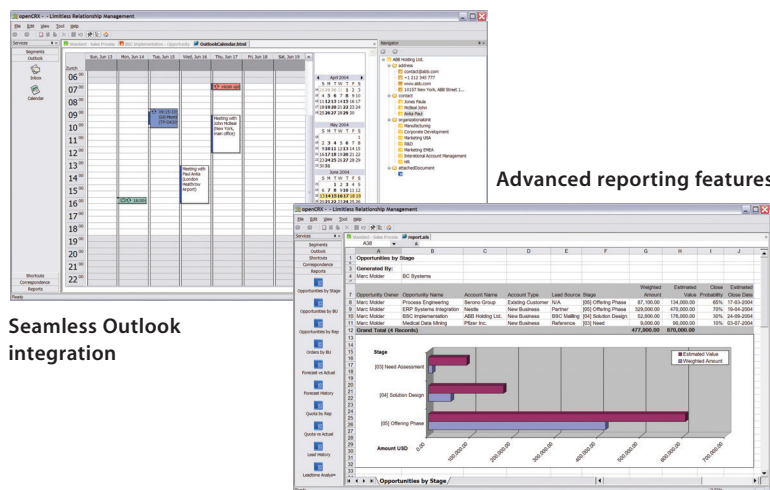


Control your sales process

Manage your accounts

## Individual Solutions

CRXP delivers industry- and customer-specific solutions based on the standard kernel of openCRX, which is available free of charge. Typical openCRX extensions include components like contact center, helpdesk and support, and campaign management.



Advanced reporting features

Seamless Outlook integration

With the advanced .NET GUI you enjoy seamless integration of openCRX with Microsoft Office (Outlook, Word, Excel, ...) and Lotus Notes, resulting in increased productivity and enhanced employee satisfaction.

## The key benefits of openCRX:

- open source solution with no licensing costs – free of charge
- reduced software complexity – enhanced software quality
- modular, adaptable, and customizable
- interoperable
- scalable and platform-independent

## Modular and interoperable solutions

Whether you need an advanced front-end system to embed various customer-centric enterprise applications, a flexible field sales suite that extends your existing marketing tool, or a client relationship management solution that integrates with your insurance provider, with CRIXP you have an experienced partner on your side that delivers on time and within budget.

## Focus on scalable technology

CRIXP delivers scalable solutions. This scalability has its foundation in our platform-independent architecture. You always get exactly what you need by selecting the most suitable product at each layer, be it a low-cost open platform or a large-scale enterprise platform for your global business.

CRIXP solutions – openCRX			
openMDX runtime engine			
Webserver	JBoss	MS IIS	Weblogic / Websphere
Database	SAP DB	MS SQL	Oracle / IBM DB2
Operating system	Linux	Windows	Sun Solaris / IBM AIX
Hardware	PC Hardware	PC Hardware	Sun / IBM Hardware
	Open platform	Mid-market platform	Enterprise platform

## Reduced total cost of ownership

Today's economic climate strongly favors intelligent business decisions. IT investments are no exception, and managers no longer approve large expenditures without the backing of a solid business case. Solutions with a high return on investment and the lowest possible TCO are strongly favored.

This is where CRIXP's ability to understand how your business operates comes into play. CRIXP is unique in being able to offer solutions and services that deliver business process automation with tangible benefits and seamless information management across all internal and external systems. With our solutions, TCO will work for you!



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