



*openCRX* is an open source standard application for managing relationships across the enterprise and across all involved applications. Built from the ground up on a Model Driven Architecture *openCRX* enables organizations to integrate all customer activities with their business processes and systems. *openCRX* is vendor and platform independent, scalable and flexible.

**Economics**

CRIXP understands that making TCO (total cost of ownership) work for you is essential in today's economy. Business leaders insist on rapid return on investment (ROI). That is why CRIXP launched *openCRX* – an open source initiative – to set an industry standard in CRM (Customer Relationship Management).

While typical CRM solutions require substantial upfront investment, *openCRX* provides a full blown CRM solution, ready to install at no cost because it is open source. The highest possible ROI is delivered almost immediately right out of the box.

**Open Source Standard CRM Application**

- Vendor and Platform Independent
- Flexible and Scalable
- Interoperable and Extensible
- State of the Art Technology

**Flexibility & Scalability**

You can easily customize and extend *openCRX* as your needs and requirements evolve.

*openCRX* is a platform and vendor independent CRM solution based on open standards like J2EE, MDA (Model Driven Architecture) and openMDX ([www.openmdx.org](http://www.openmdx.org)). Browser-based clients are deployment-free, also keeping down TCO.

The component based architecture of *openCRX* enables easy integration with your existing applications (e.g. SAP, individual solutions based on IBM hosts, etc.). With *openCRX* you maximize your ROI by investing in a business solution based on open standards rather than acquiring vendor specific or proprietary technology.

**Components**

*openCRX* is an online relationship management application designed for organizations requiring multifunctional, enterprise-wide coordination of sales processes including lead and opportunity management, quotes, sales orders and invoices, marketing and service activities to customers, partners, suppliers or intermediaries.

**Relationship Management**

Pick up the phone and give feedback about the current state of production or product delivery. Competently and professionally answer urgent e-mails within minutes. These business essentials can be difficult to accomplish if you choose a CRM solution that requires months of consulting, months of implementation and months of troubleshooting.

Built for the Web, CRIXP's *openCRX* provides a single, end-to-end approach addressing the entire customer life cycle to create lasting and profitable relationships.

<b>openCRX</b>	<b>1.5</b>
<b>Account and Contact Management</b>	<input checked="" type="checkbox"/>
- Contacts, Legal Entities, Organizations	<input checked="" type="checkbox"/>
- Interaction / Activity Management	<input checked="" type="checkbox"/>
- Multi-Entity Enabled	<input checked="" type="checkbox"/>
<b>Sales Force Automation</b>	<input checked="" type="checkbox"/>
- Product & Service Management	<input checked="" type="checkbox"/>
- Lead and Opportunity Management	<input checked="" type="checkbox"/>
- Order and Invoice Management	<input checked="" type="checkbox"/>
- Complex Product Catalogst	<input checked="" type="checkbox"/>
- Complex Pricing/Discounting	<input checked="" type="checkbox"/>
- Activity/Task Managementt	<input checked="" type="checkbox"/>
- Collaborative Sales Support	<input checked="" type="checkbox"/>
<b>Customer Service and Support</b>	<input checked="" type="checkbox"/>
- Intelligent Routing & Escalation	<input checked="" type="checkbox"/>
- Asset Management	<input checked="" type="checkbox"/>
- Contract Management	<input checked="" type="checkbox"/>

### Sales Force Automation

*openCRX* helps you to simplify your sales process by providing you with a suite of components and models that address every aspect of the sales cycle, as well as every individual involved.

- Fill and manage your pipeline by recording lead status, tracking opportunity flow, and retrieving and presenting relevant information at each stage of the sales process.
- Leverage your collaborative sales efforts with role-based security.
- Integration with Microsoft® Word enables your sales staff to easily produce merged documents based on templates.

### Easily Customized – Business Logic and Application Logic separated

### Marketing & Campaign Management

*openCRX* provides the power, ease and attractive TCO to create and manage effective marketing campaigns including response rates, costs and return on investment of each campaign. *openCRX's* Marketing & Campaign Management seamlessly integrates with our Sales and Service Components to effectively measure sales progress and customer loyalty.

- Profile, segment and target your customers with ease using information in the *openCRX* database.
- Create sophisticated workflows for your marketing campaigns and execute them with the click of a button.

### Service Management

Customers are choosing all kinds of channels to interact with your business. While this provides endless opportunity for business everywhere, it also presents challenges.

The capability of simple and seamless integration of all applications participating in customer activities is the key to effective customer service.

With its open and model driven architecture, *openCRX* provides an ideal framework for platform independent Enterprise Application Integration (EAI).

### Reporting

*openCRX* provides the ability to create unlimited numbers of reports. The open architecture also enables organizations to plug-in third-party reporting tools to extend the functionality.

### Model Driven Architecture (MDA)

To solve the problems of non-portable, non-interoperable distributed applications, the OMG (Object Management Group) introduced the Model-Driven Architecture (MDA) initiative.

MDA enables definition and implementation of platform-independent, portable models and specifications. All *openCRX* specifications are defined as Platform Independent Models (PIM) and are therefore fully compliant with the MDA concept.

### openMDX

*openMDX* ([www.openmdx.org](http://www.openmdx.org)) is the underlying framework of *openCRX*. It provides dynamic system behavior based on the run-time interpretation of Platform Independent Models.

Architectures based on *openMDX* are highly interoperable, easily extended at run-time, and completely dynamic in terms of their overall behavioral specifications (i.e. their range of behavior is not bound by hard-coded logic).

This means that the capability of the *openCRX* suite can be easily expanded by simply adding new PIMs.

### *openCRX*

**CRIXP Corp.**  
**Technoparkstr. 1**  
**CH-8005 Zurich**  
**Switzerland**  
**+41 (1) 355-5040**  
**[contact@crixp.com](mailto:contact@crixp.com)**