CLOUD CRM SOFTWARE

What is a Cloud CRM?

A Cloud CRM is a software that runs using cloud technology.

This means that the software/platform itself is hosted by servers owned by the CRM provider and provided to users over the internet.

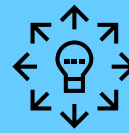| CLOUD CRM	ON-PREMISE CRM
Setting up is inexpensive	Requires huge upfront investment
Data is stored on brand-owned servers off-site	Data is stored on company owned-servers on-site
Minimal customization	Higher level of customization
Security is dependent on security features offered	Higher level of control and security
Technology upgrades, fixes, handled by the provider	Technology upgrades, fixes, must be handled in-house
Maintenance is the responsibility of the provider	Maintenance is your responsibility
High dependency on the provider's customer service	You can be more autonomous in the usage & needs of the CRM
Almost always comes with a ready mobile ap/interface	You will need to build your own mobile app/interface
Can get quite expensive at scale	Gets inexpensive at scale

Benefits of Cloud CRM

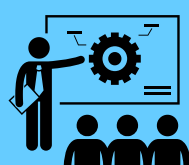**Smooth Installation & Onboarding** **Cost-Effective** **Seamless Integrations** **Easy to Scale** **Easy to Access**
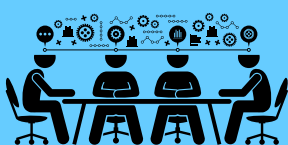
Getting Started with Cloud CRM for Your Small Business

Involve Your Team in Choosing the Right CRM

Focus On Training

Be a Champion of the CRM

Keep a Handful of Star Metrics

START