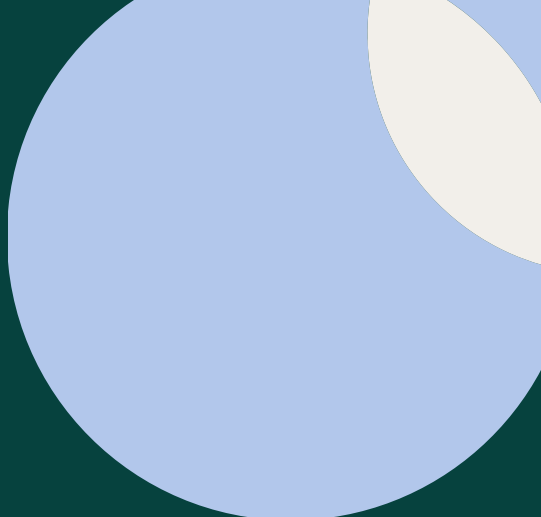




ERP & CRM • COMPARISON GUIDE

# Your ERP knows the numbers. Your CRM knows the people.

ERP keeps your business running, CRM keeps it growing. Here's how the two differ and why the businesses that pull ahead connect both.

## AT A GLANCE

# ERP and CRM, side by side

Two systems, two jobs. One runs the operation, the other grows the revenue.

|               | ERP                                                                                         | CRM                                                                                               |
|---------------|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|
| Main goal     | Run a tighter operation. Automate internal processes, cut costs and keep everything moving. | Grow revenue. Win more customers, close more deals and keep the ones you have.                    |
| Orientation   | Business-centric. Focused on resources, processes and operational efficiency.               | Customer-centric. Focused on attracting, engaging, and keeping customers.                         |
| System type   | An integrated suite for finance, HR, supply chain and operations. Cloud or on-premise.      | Tools for sales, marketing and service teams. All in one place.                                   |
| Key functions | An integrated suite for finance, HR, supply chain and operations. Cloud or on-premise.      | Sales automation, lead- and contact management, marketing, customer service, and insight.         |
| Main users    | Finance, operations, HR, procurement and logistics teams running on internal workflows.     | Sales, marketing, service and account teams; anyone responsible for revenue and customer loyalty. |

## THE FRICTION POINTS

# Where each system gets complicated

## Challenges with ERP

- **High cost.** A serious investment in money, time, and resources.
- **Rigid by nature.** Hard to bend to the way your business works in reality.
- **Steep for everyday users.** Hard for anyone outside finance or operations.
- **Silos persist.** Without the right setup, departments still work in isolation.
- **Slow to deliver.** Roll-outs can take month or years, pushing ROI further out.

## Challenges with CRM

- **Adoption.** If a CRM is too complex, sales teams quietly stop using it.
- **Data that drifts.** Without good hygiene, insights get unreliable.
- **Integration.** A CRM needs to connect to your other tools, like ERP.
- **Low engagement.** A CRM no one updates isn't worth much.
- **Misalignment.** Sales, marketing and service pulling in different directions undermines the whole thing.

#### THE FRICTION POINTS

### Efficiency keeps you steady, growth comes from the front line.

ERP optimises what happens behind the scenes. CRM drives what happens out front: attracting, converting, and keeping customers. That's where revenue comes from.

Even the most efficient operation won't grow on its own. The real answer is not either or, but it is both, connected.

#### WHY SUPEROFFICE

## Built to connect with your ERP.

Our CRM Suite connects sales, marketing and service on a single platform, with one view of your customer. Pick the plan that fits where your business is now, and scale up when you're ready.

ConnectERP ensures that the numbers from your ERP live in the same place as your customer relationships: in your CRM.

With **one customer view**, all teams – sales, marketing, and service – work from the same data. Data silos and duplicate records are not your road to success.

Start with what you need today and **add capabilities as you grow**. The platform stays the same; the plan grows with you.

New features and **AI capabilities** arrive **automatically** within your plan, because finding your best way of working shouldn't feel like a chase.

**ConnectERP** brings ERP data straight into your CRM with native, two-way integration. You'll find the order history and invoices live on the customer.

**50%** Igland Garasjen cut manual work by half after connecting their ERP with SuperOffice CRM.

## One platform for one customer view.

Find more information on: [www.superoffice.com/erp-and-crm](http://www.superoffice.com/erp-and-crm)