

# Openprise Agile CDP

Everyone wants to better understand their customers, but traditional B2B customer data platforms haven't helped much. Many take way too long to implement, lack the flexibility to take on new challenges, and they often struggle with unifying data from multiple sources. The world needs a better approach.

That's why we created the Openprise Agile CDP—the industry's first B2B CDP built on a data orchestration platform. Openprise Agile CDP helps you go live faster, respond to new requirements quickly, and get that elusive 360-degree customer view without all the struggles of traditional CDPs.

## The Openprise Agile CDP Can Go Live and Deliver Value in 90 Days

Unlike other CDPs that can take nine to eighteen months to deliver any value, if at all, Openprise has been optimized with all the best practices, business logic, and data that companies need to start delivering value fast. So, you'll see a faster time to value with lower risk. And you'll gain new insights in a matter of weeks to produce more effective campaigns that deliver more revenue.



*Openprise Agile CDP unifies data across first, second, and third-party sources, with all the data quality capabilities of the Openprise Data Orchestration Platform.*

## Future-Proof Your CDP Initiative with a Flexible Platform that Lets You Easily Create Targeted, Custom Apps

“One size fits all” doesn’t apply to B2B CDPs. Rather than take a monolithic, “boil the ocean” approach, Openprise lets you quickly create custom apps for each of your teams to address specific challenges, like apps to do advanced segmentation, attribution, upsell and cross-sell, and apps for key verticals.

Only the Openprise Data Orchestration Platform provides all the components you need to:

- Easily automate new business processes using the Openprise no-code orchestration platform.
- Package up a business process into an API you can use anywhere.
- Create web-based UIs and Chrome extensions for your users.

With the Openprise Agile CDP, you're ready to take on whatever big challenge your company faces next.

## A 360-Degree Customer View Only Comes with Great Quality Data— Openprise Delivers

Data quality is in the DNA of all Openprise solutions. Openprise Agile CDP is built on the Openprise Data Orchestration solution, which automates hundreds of processes including:

- Data cleansing
- Data enrichment from over 20 vendors in the Openprise Data Marketplace
- Normalization
- Lead, contact, and account deduplication
- Lead-to-contact conversion
- Lead-to-account matching

Openprise Agile CDP includes all the capabilities Openprise has developed over the years to improve data quality in tools like Salesforce, MS Dynamics, Marketo, Eloqua, and Pardot, so you'll always get the crystal-clear 360-degree view that every marketing and sales team needs.

## About Openprise

Openprise Data Orchestration and Agile CDP solutions automate hundreds of painful, manual processes to deliver a crystal-clear, 360-degree view of customers and prospects across your entire martech stack. With Openprise, data-driven marketing and sales teams can simplify their martech stack with a single, no-code platform to automate hundreds of processes like list loading, cleansing and enrichment, segmentation, account scoring, and many more. Openprise is designed from the ground up for CRM, so it has all the best practices, business logic, and data companies need to clean up their data, focus on the right targets, and scale up their operations to grow revenue faster.

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