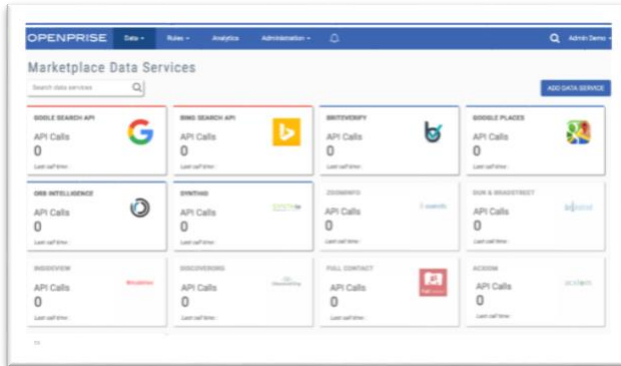


The Openprise Data Marketplace

Getting all the third-party data that marketing and sales teams need into solutions like Salesforce, Microsoft Dynamics 365, Marketo, Eloqua, and Pardot can be a complex, resource-consuming process. Trying to mash together data from multiple providers while standardizing field values often adds exponential complexity. But, there's a better way.

With the Openprise Data Marketplace, you can gain instant access to the leading B2B and B2C data providers, with all the business processes to ingest and manage that data from multiple providers built right in. Save time and money, and eliminate complexity in accessing and integrating the data you need for successful campaigns and account-based marketing programs.

Openprise Data Marketplace is an integral part of the Openprise Data Orchestration Platform, a SaaS application that automates all the painful, manual processes that your sales automation and marketing automation solutions don't. With the Openprise Data Orchestration Platform, companies can simplify their martech stack with a single, no code platform to automate, simplify, and standardize hundreds of business processes like list loading, cleansing and enrichment, lead routing, account scoring, and many more.



Openprise Data Marketplace orchestrates the process of ingesting and managing data from all of the leading third-party data providers.

All the Data Providers You Need, All in One Place

Openprise provides one-stop shopping for all the third-party data you need for account-based marketing and advanced segmentation. With Data Marketplace, you can:

- Easily tap into prospect data from leading B2B and B2C providers.
- Simplify complex configurations on how data is ingested into your marketing and sales databases.
- Designate primary, secondary, and tertiary data providers to ensure you get what you need.
- Interpret commodity data to fit your go-to-market strategy.

OPENPRISE™

Mash Together Data from Multiple Providers – Standardized to Your Specs

Openprise includes the business processes you need to model how you want to bring in and combine third-party data to fit your unique requirements. Data Marketplace lets you:

- Configure business rules that you can apply across providers.
- Normalize third-party data to your company's specifications.
- Easily plug in new providers as your requirements change.

Save Time, Money, and Resources

Data Marketplace was designed with guidance from some of the world's most effective, data-driven B2B and B2C marketing teams. As a result, you can:

- Get up and running with new data providers in minutes, not days.
- Leverage pre-negotiated discounts or apply your existing contracts with data providers.
- Configure how you want to ingest external data without bringing in IT to help.

Leading Data Providers on the Openprise Data Marketplace

New data providers are constantly being added the Marketplace, so be sure to check online for the most up-to-date list. Don't see a provider you want? Just let us know.



About Openprise

The Openprise Data Orchestration Platform automates all the painful, manual processes that your sales automation and marketing automation solutions don't. With Openprise, data-driven marketing and sales teams can simplify their martech stack with a single, no code platform to automate, simplify, and standardize hundreds of business processes like list loading, cleansing and enrichment, lead routing, 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. Openprise seamlessly integrates with solutions like Marketo, Oracle Eloqua, Pardot, Microsoft Dynamics, and Salesforce so you're up and running fast.

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