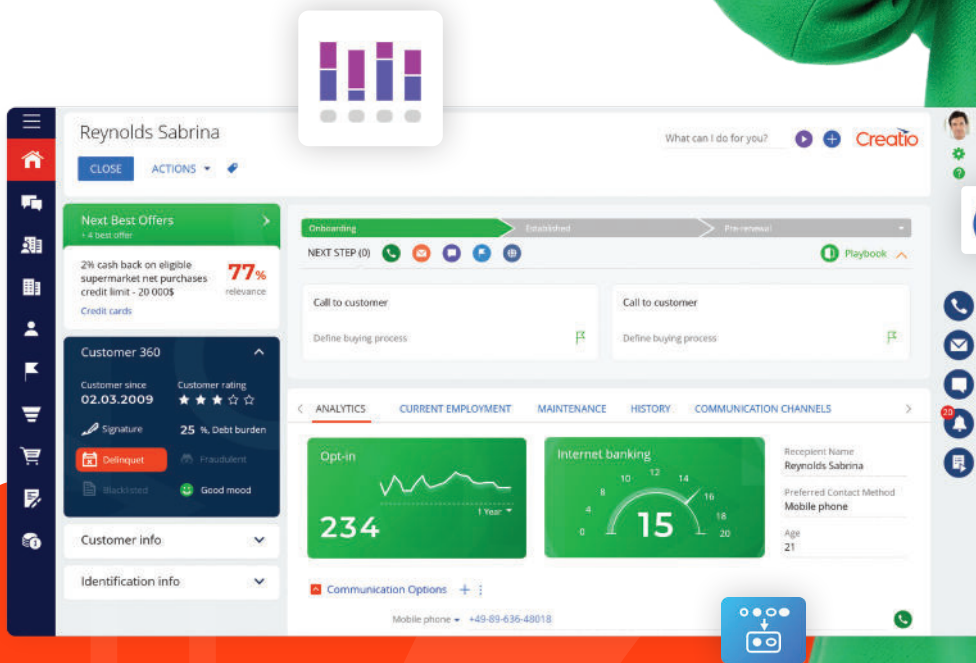
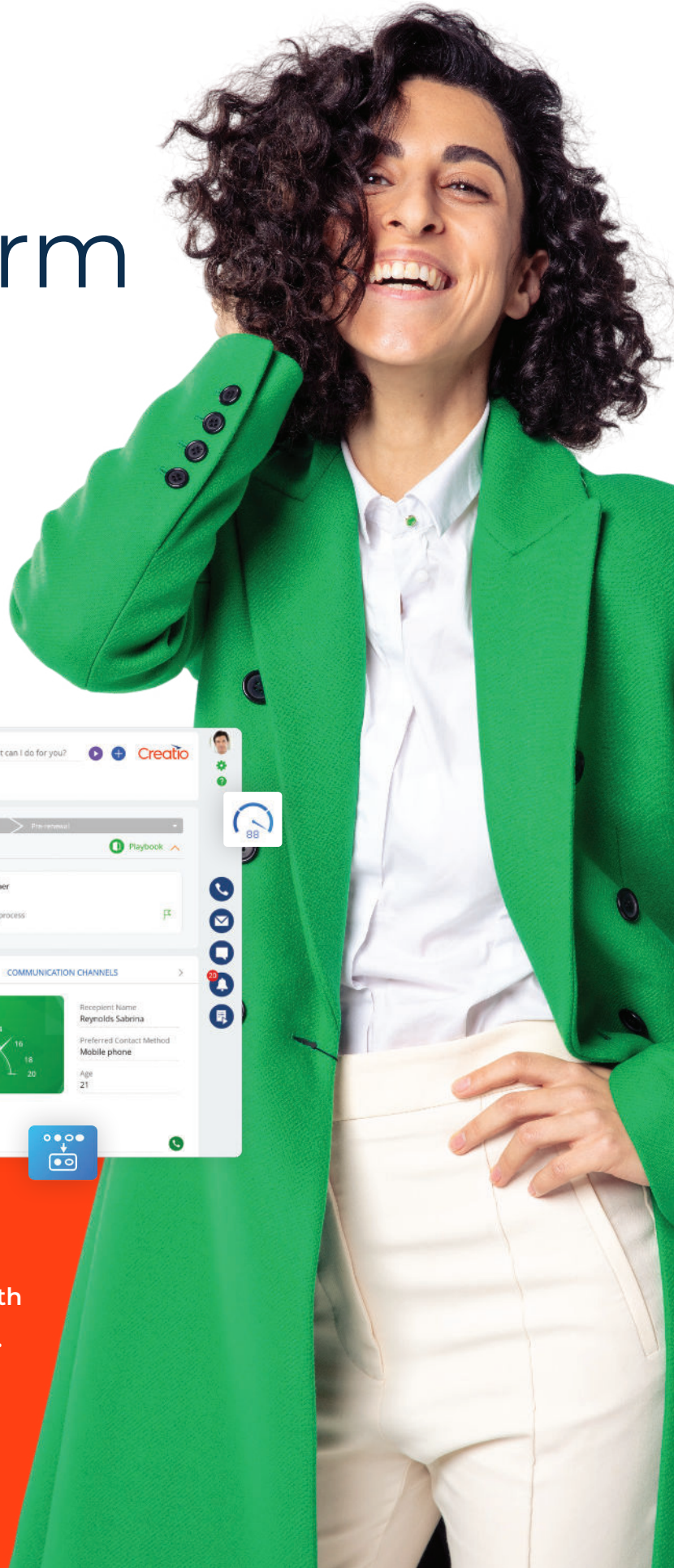


# ONE Platform

to automate industry workflows and CRM with no-code



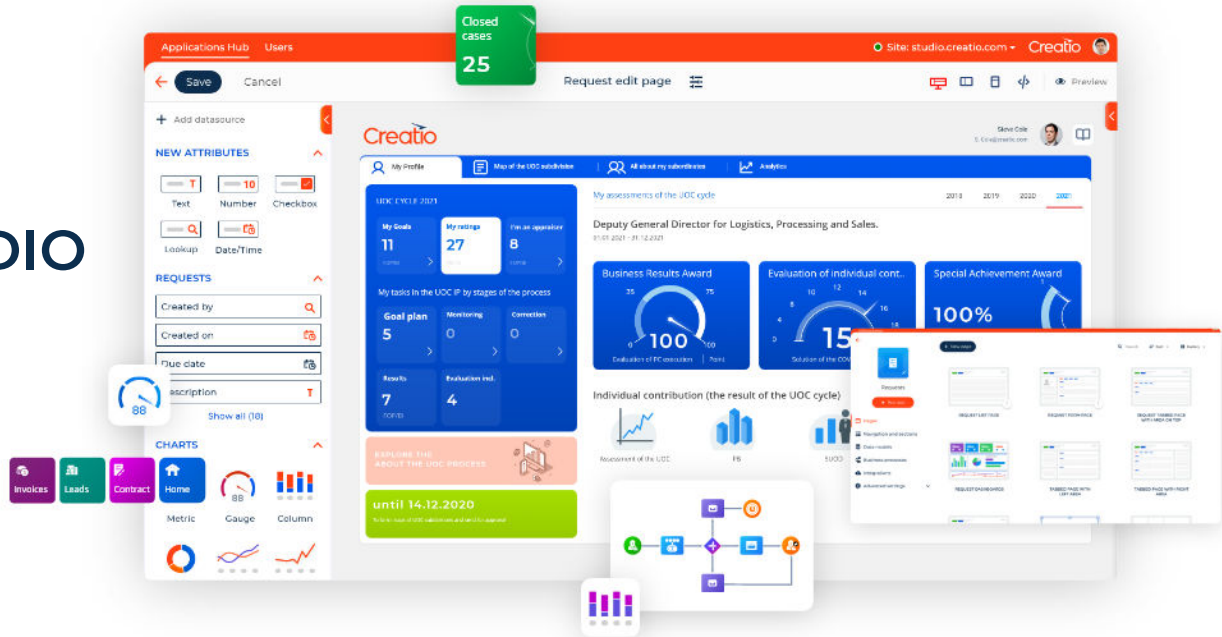
Creatio is a global vendor of one platform to automate industry workflows and CRM with no-code and a maximum degree of freedom.

CRM

Marketing Sales Service

Industry  
WorkflowsTemplates  
& Connectors

STUDIO



## Freedom

 to own your automation

- Unlimited customization
- Universe of ready-to-use apps
- No special skills needed to automate enterprise workflows
- Building apps without a line of code
- Absence of vendor lock-ins and hidden costs

## Genuine Care

- Building sincere and long-lasting relationships
- Giving a hand first, then thinking about business
- Communicating openly and transparently
- Listening, adjusting and bringing value

# TO DIGITIZE WORKFLOWS, ENHANCE CUSTOMER AND EMPLOYEE EXPERIENCE, AND BOOST EFFICIENCY OF COMMERCIAL AND OPERATIONAL TEAMS



## STUDIO

No-code platform to automate workflows and build applications with a maximum degree of freedom

- Application hub
- No-code designer
- Freedom UI designer
- Workflow automation
- Integration tools
- Mobile app
- Enterprise scalability
- AI/ML models
- Composable Marketplace apps



## PROCESS DESIGNER

Free next-generation tools to leverage process design

- Visual process design tools
- Process library
- Collaborative process design
- Process documentation



## MARKETING

Ready-to-use platform to automate marketing campaigns and lead management workflows with no-code and a maximum degree of freedom

- 360° customer view
- Lead management
- Campaign management
- Segmentation
- Email marketing
- Website behavior tracking
- Marketing resource management
- Productivity tools
- No-code capabilities



## SALES

End-to-end platform to automate sales processes of any type with no-code and a maximum degree of freedom

- 360° customer view
- Lead management
- Opportunity management
- Field sales
- Channel sales
- Orders & invoices management
- Sales activity tools
- Productivity tools
- No-code capabilities



## SERVICE

Omnichannel platform to automate customer service workflows of any complexity with no-code and a maximum degree of freedom

- 360° customer view
- Omnichannel communications
- Case management
- AI/ML models
- Knowledge base
- Service level agreements
- Problem management
- Knowledge management
- ITSM service
- Contact center
- Chat bots
- Productivity tools

# GENUINE CARE FOR OUR CLIENTS AND PARTNERS IS A DEFINING PART OF CREATIO DNA

Millions of workflows are launched on our platform daily in 100 countries by thousands of clients.



Creatio is recognized as a Leader and Strong Performer in multiple Gartner and Forrester reports. Our products receive raving end-user reviews on peer-to-peer portals.

## Gartner®

- A Leader in the Gartner Magic Quadrant for Sales Force Automation, 2021
- A Leader in the Gartner Magic Quadrant for B2B Marketing Automation Platform, 2021
- The Gartner Magic Quadrant for Enterprise Low-Code Application Platforms, 2021
- The Gartner Magic Quadrant for the CRM Customer Engagement Center, 2021

## FORRESTER®

- The Forrester Wave™: Low-Code Platforms for Business Developers, Q4 2021
- The Forrester Wave™: Sales Force Automation Solutions, Q2 2021
- The Forrester Wave™: Healthcare CRM Providers Evaluation, Q1 2020
- The Forrester Wave™: Customer Service Solutions, Q2 2019
- The Forrester Wave™: Digital Process Automation, Q1 2019

