



# Top 5 reasons to choose Ellucian CRM Advance



## Designed for higher education

Ellucian CRM Advance is designed solely for higher education and tailor-made to simplify the challenges of complex gift giving, donor prospecting, and constituent relationship management. That singular focus means better solutions and services for your advancement team and deeper connections with your constituents.



## Cloud-based

Enjoy the convenience and savings of the software-as-a-service cloud model. No expensive IT infrastructure to purchase; no hardware to maintain; access to constant updates and improvements. You can focus more of your budget and staff resources on campaign impact.



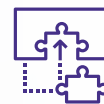
## Fully integrated CRM

Ellucian CRM Advance is not just an add-on sales automation tool. It is a fully integrated relationship management platform that maximizes data across the constituent lifecycle. From prospects to alumni to donors and supporters, keep track of all the touch points and engagements with your constituents to maximize your campaign targeting and results.



## Configurable

Ellucian CRM Advance features configurable, role-based dashboards, reporting, and workflows for cultivating prospects, improving donor retention, building your pipeline, and viewing engagement scores—all in a single view.



## Seamless integration

Connect with virtually any third-party tool to take advantage of the insights needed to run your fundraising campaigns, measure gift ROI, and engage with constituents effectively and efficiently every day.

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Ellucian CRM Advance is backed by the power of the Ellucian community. Access to the expertise of project managers, operational specialists, and our network of customers is right at your fingertips, helping to ensure a smooth implementation and successful adoption.

**Learn more today. Visit [www.ellucian.com/advance](http://www.ellucian.com/advance).**