



EFFICY CRM DISTRIBUTION OPTIONS



DEEPER CUSTOMER ENGAGEMENT

Efficy CRM distribution options

You can obtain Efficy CRM via different distribution options:

- **Efficy CRM Cloud (OPEX)**

The best solution to quickly implement your CRM, with a constant and predictable fee, without the hassle of infrastructural problems.

- **Efficy CRM On Premise with Subscription mode (OPEX)**

This solution allows you to install the CRM software on your servers (on a private cloud or within your company), **at a constant and predictable fee, thanks to the included migration of your data and customisations during future application evolutions.**

- **Efficy CRM On Premise with Licence mode (CAPEX)**

This solution allows you to install the CRM software on your servers (on a private cloud or within your company), **whilst benefiting from total autonomy** (updates, developments), **with a more advantageous financial investment in the medium term, without migration costs.**

Detailed description of the different distribution options

1 – Efficy CRM Cloud

Efficy CRM Cloud is available 24/7 thanks to key installations done by Efficy on its shared servers.

The Efficy teams will ensure that maintenance of the application (e.g. back-ups) and server (e.g. availability, management of potential breakdowns) is carried.

You will benefit from technical support by telephone and email to assist you in the usage of your CRM solution (across all standard configurations as well as any customisation carried out by Efficy).

Efficy will automatically roll-out Application updates as soon as these are available.



In Cloud mode, the migration of all your customisations from to an updated version will be included and carried out by Efficacy, with an accompaniment for any potential adaptations needed to these customisations.

You are hereby guaranteed to always have up-to-date software with all the latest features.

2 – Efficacy CRM On Premise – Subscription option

Efficacy CRM On Premise with Subscription option needs to be installed on your own servers (on a private cloud or within your company) **by Efficacy or yourself** (Your IT department or Efficacy reseller).

You are entirely independent in the management and customisation of you version of Efficacy CRM.

You manage the technical maintenance of the application (e.g. back-ups) and server (e.g. availability).

Efficacy will provide technical support for Efficacy CRM to assist you in the usage of your CRM solution (across all standard configurations as well as any customisation carried out by Efficacy).

Updates to the application are included in the pricing, as well as the migration cost of your database and customisation to an updated version. Assistance with adapting these customisations to the update or with any particular technical performances (e.g. reinstallation on a new server) can be carried out by Efficacy, by your IT department or by an Efficacy partner.

3 – Efficacy CRM On Premise with Licence option

Efficacy CRM On Premise with Licence option needs to be installed on your own servers (on a private cloud or within your company) **by Efficacy or yourself** (Your IT department or Efficacy reseller).

You are entirely independent in the management and customisation of you version of Efficacy CRM.

You manage the technical maintenance of the application (e.g. back-ups) and server (e.g. availability..).



Efficacy will provide technical support for Efficacy CRM to assist you in the usage of your CRM solution (across all standard configurations as well as any customisation carried out by Efficacy).

Application updates are included in the maintenance. However, implementing these updates is not included in the pricing and it is up to you to decide, according to your needs, when to implement them (by Efficacy, your IT department, or an Efficacy partner).

In Licence mode, migration of your customisations will be subject to a service proposal which will be established after an analysis of the adaptations needed to the updated version.

Summary Table

	Efficacy Cloud	Efficacy On Premise Subscription	Efficacy On Premise Licence
<i>Versions Available</i>	Starter SMB Enterprise Premium	Enterprise Premium	Premium
<i>Pricing</i>	Annual	Annual	Licence purchase + annual maintenance contract
<i>Availability after ordering</i>	24/7	According to the availability of the server	According to the availability of the server
<i>Choice of updates installed</i>	Automatic	By the client	By the client
<i>Technical environment</i>	Shared	Private	Private
<i>Guarantee of application availability</i>	By Efficacy	By the client	By the client
<i>Server maintenance and backups</i>	By Efficacy	By the client	By the client
<i>Level 1 scope</i>	By Efficacy By the client	By Efficacy By the client	By Efficacy By the client
<i>Level 2 scope (specific web pages...)</i>	By Efficacy	By Efficacy By the client	By Efficacy By the client
<i>Migration of the database and customisations</i>	Included in the price	Included in the price	Fee-based (estimation after a prior analysis)
<i>Financing</i>	Low initially, then constant; no infrastructure or database costs	Low initially, then constant; infrastructure and database costs paid for by the client	High initially then lower in the medium term; infrastructure and database costs paid for by the client
<i>Efficacy CRM usage support and assistance</i>	Included	Included	Included