



## Maximize Account Coverage and Revenues

Assessing compliance across your entire customer base is next to impossible. The primary emphasis on large enterprise accounts means the SMB segment can go unnoticed.



**in losses due to global unlicensed software per a BSA report in 2018. With large volumes of customers compromised in the SMB segment, how are you assessing compliance?**

Even in efforts to reach the SMB customer base, tracking is highly manual, time intensive and expensive. Unfortunately, failing to maximize revenue across your entire base leaves a significant amount of compliance risk unassessed and unrecovered.

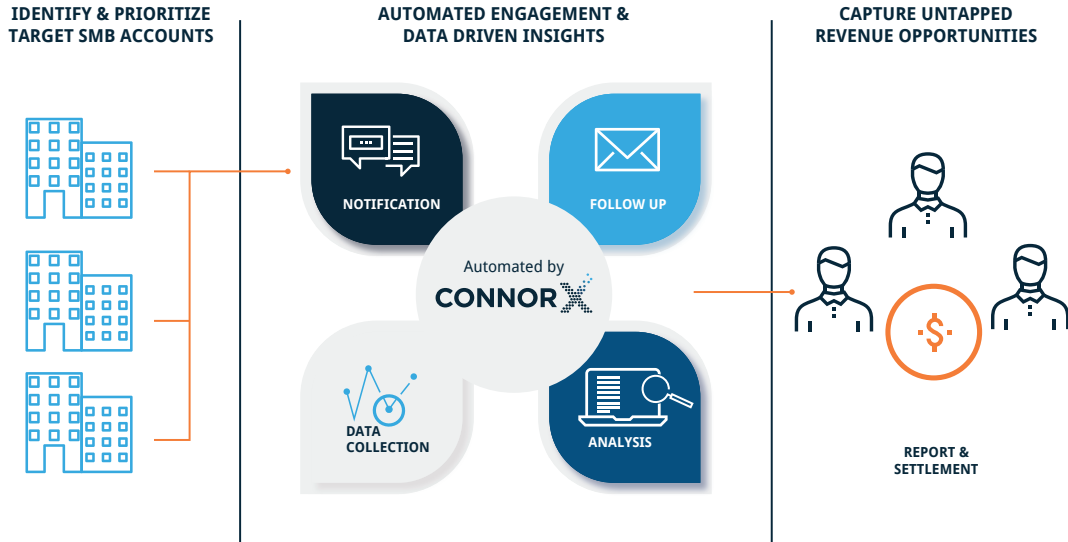
## Win Your Compliance Battle with Data

In order to maximize value from each IT vendor relationship, it's essential to understand your pricing, licensing and audit risks associated with each agreement. Connor's expert team of consultants employs a proven approach to establish process best practices and optimize the software contract lifecycle.

# Automated Customer Engagement

# Win Your Compliance Battle with Data

Leverage cutting edge technology to scale your license compliance outreach campaigns with an automated engagement solution that allows you to reach all of your customer segments without overextending your resources.



## Comprehensive Customer Engagement at Your Fingertips

ConnorX is a powerful customer engagement management tool that optimizes licensing compliance at scale to capture more revenue through efficient customer engagement and real-time visibility into customer interactions.



- **Easy to Deploy** – Get up in 2 days
- **Automated Engagement** – Simplify email outreach and follow up campaigns
- **Complete Visibility** – Easily monitor email delivery, open rates, views and bounces
- **Real-time Analytics** – Uncover insights with powerful analytics across campaigns
- **CRM Capabilities** – Leverage real-time reporting, workflow automation, Salesforce integration, and more

## Trusted by Top Companies

Connor Consulting has global teams with an average experience of 10+ years that specialize in contract and license compliance, software asset management and IT vendor optimization, IP royalty audits and 3rd party reviews.

