

# How CRMNEXT Addresses Core Issues

As technology continues to evolve, many financial institutions are hamstrung by the limitations of their core banking systems. Legacy cores are becoming harder to maintain, cost-prohibitive to upgrade, and impossible to operate without.

That's where CRMNEXT comes in. The platform connects directly with your core and other applications in real-time, integrating all under a common, intuitive interface. Explore how CRMNEXT puts your core issues to rest once and for all.

## Common Legacy Core Challenges

## CRMNEXT Addresses Core Issues

### Frequent screen-hopping

Employees have to jump between multiple screens and applications to complete a single task.



Single sign-on, configurable screens and streamlined workflows eliminate need to switch between windows.

### Siloed customer / member information

No single, comprehensive view of client profile because data is housed across multiple systems.



360o profile aggregates data from all systems for complete, up-to-date view of all client information.

### Complex to learn and use

Core is not user-friendly, hard to navigate and challenging to master with extraneous data fields.



Codeless, intuitive interface automates tasks and makes customizations easy and simple.

### Password management issues

Multiple systems mean multiple logins and passwords with timeouts, expirations and reset issues.



Single sign-on eliminates the inefficiencies of timeouts and multiple logins.

### Lack of process workflows

Siloed systems create fragmented workflows; hard to track processes and requests, and share updates.



Configurable screens and streamlined workflows provide transparency and governance to processes.

### Dual manual entries

Lack of integration requires the same data to be manually re-entered multiple times, increasing errors.



Real-time, read-write core integration enables data pre-population, reducing rekeying, rework and errors.

### Irrelevant data fields

Extraneous fields confuse data entry, create unnecessary cleanup, and add to maintenance costs.



Dynamic field capabilities hide unnecessary data, so only fields relevant to process, role or user are shown.

### Expensive upgrades and maintenance

Customizations must be retrofitted during an upgrade, requiring large migration teams and lots of re-coding.



Software updates can be performed in less than an hour without breaking your custom configurations.