Introducing Aurea Prime

Aurea Prime provides you with all the software Aurea has for free — forever. You only pay for products in your primary product category. The Standard Edition of every other Aurea product is free.

What's included

Aurea Prime gives you the Standard Edition of every product Aurea offers, including all future products. As a member of Aurea Prime, you get access to a growing group of powerful solutions:

AUREA CX PLATFORM

Purpose-built to plan, deliver, and manage truly transformative experiences without replacing your major infrastructure investments.

- **CX Messenger (ESB)**, our enterprise-class messaging and service-oriented architecture middleware.

- **CX Process (BPM)**, a service orchestration engine and design environment with human workflow and real-time analytics.

- **CX Monitor**, for real-time performance monitoring and reporting across large, complex applications and services.

Aurea Prime offers you:

Massive cost savings
Aurea Prime gives you tens of millions of dollars of software for free — so you can switch from high-dollar products to their Aurea Prime equivalents. It's the perfect way to fund your most pressing initiatives.

Unconstrained capacity
Aurea Prime provides you with unlimited capacity (users, cores, messages, etc.) for each and every product included.

It keeps getting better
A dedicated Delivery Manager orchestrates delivery, engages the right SMEs, and ensures business continuity.

AUREA CUSTOMER ENGAGEMENT SOLUTIONS

Aurea Prime also includes our full suite of Customer Engagement Solutions, helping you evolve from simply managing customers to creating truly transformative customer experiences.

- **Aurea CRM** organizes, automates, and synchronizes sales, marketing and customer service processes to manage a company's interactions with current and future customers.

- **Aurea Email Marketing** automates enterprise-scale email and digital messaging programs, enabling delivery of real-time messages to targeted audiences.

- **AlertFind** from Aurea Messaging Solutions, an enterprise messaging solution to deliver two-way communications you can count on during emergencies and unplanned disruptions.

- **Email Continuity** from Aurea Messaging Solutions, providing on-demand email access for planned or unplanned outages across web, mobile and Microsoft Outlook.

- **Email Archival** from Aurea Messaging Solutions, for secure centralized email retention and discovery for Exchange and Office 365.

- **Email Security** from Aurea Messaging Solutions, enabling cloud-based, industry leading protection for all of your email communications.

INDUSTRY SOLUTIONS

Domain-specific applications that provide deepcapabilities specific to our core industry verticals.

- **Aurea Collaborative Enterprise for Retail**
  A powerful ERP solution that helps leading retailers optimize their back-office operations.

- **Aurea Compliance Manager for Life Sciences**
  Aurea Compliance Manager is an enterprise platform for managing clinical documents, regulatory documents, and ensuring quality — enabling secure collaboration with outside partners and CROs.

- **Aurea Distribution Channel Management for Insurance**
  An insurance-specific compensation platform that enables carriers to model, deploy, and manage producer compensation scenarios.

How it Works

Pay maintenance or subscribe to any product, and get Aurea Prime as a free add-on to your base maintenance program.

The product(s) for which you pay maintenance are contained in your primary product category; everything outside of that category is yours for free.

Aurea Prime allows you to self-serve. Take as much of our software as you want, whenever you want.

Great news! We've already made you a Prime member.

Learn more about your individual benefits with Aurea Prime.

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