

CMiC integration

Integrate Unanet CRM by Cosential with CMiC to increase profit margins, make smarter pursuit decisions, and improve win rates.

Challenge

Siloed project data

Profitability within construction firms today is tight. With increased competition, labor shortages, higher labor costs and higher material costs, margins are only growing tighter. This is why leading firms today are using past project data to make better decisions on which projects to pursue in order to protect the profitability of the firm.

But this data can't be used effectively if it is siloed in CMiC and in project managers' heads. Business development and proposal teams need easy access to this data while in the pursuit stage so they can make more informed strategic decisions.

Solution

Connect CMiC to Unanet CRM

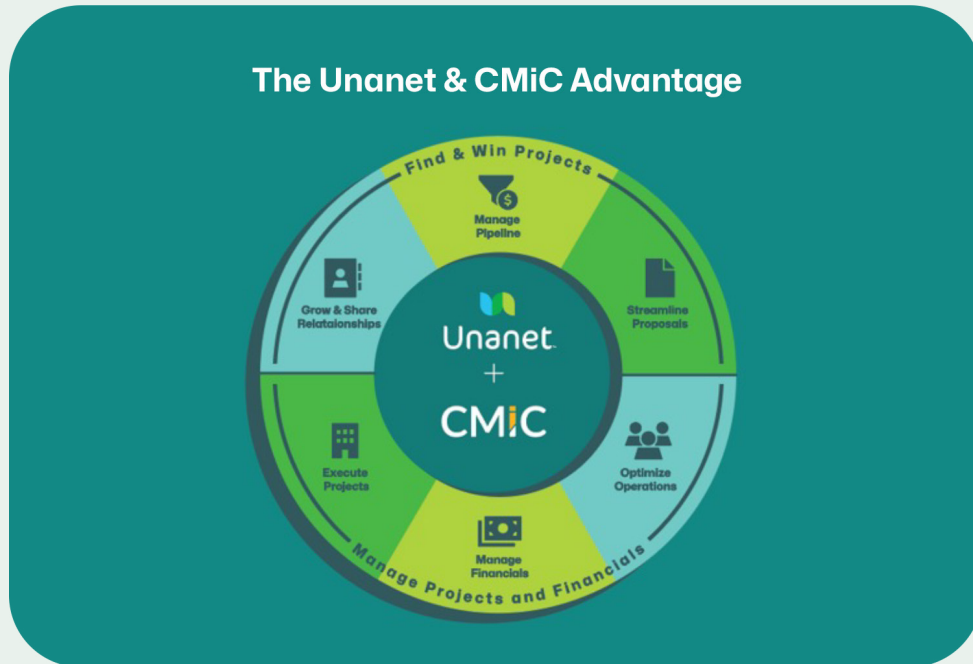
Unanet CRM by Cosential's prebuilt connector to CMiC gives business development, marketing and proposal, and executive teams a single, centralized source of truth about their firm's past projects, personnel experience, and client/partner relationships.

By integrating Unanet CRM with CMiC, teams no longer have to chase down information from different systems, departments, and people. It's all there, at their fingertips, when they need it. The result? More time for strategy, resulting in smarter pursuit decisions, improved win rates, and higher profit margins for your firm.



The Unanet + CMiC advantage

Unanet CRM by Cosential and CMiC are both **purpose-built for the construction industry**, giving you a tech-forward advantage that streamlines costs and puts you ahead of the competition.



Find and win projects with Unanet CRM

- Grow and share relationships
- Manage pipeline
- Streamline proposals

Manage projects and financials with CMiC

- Execute projects
- Manage financials
- Optimize operations

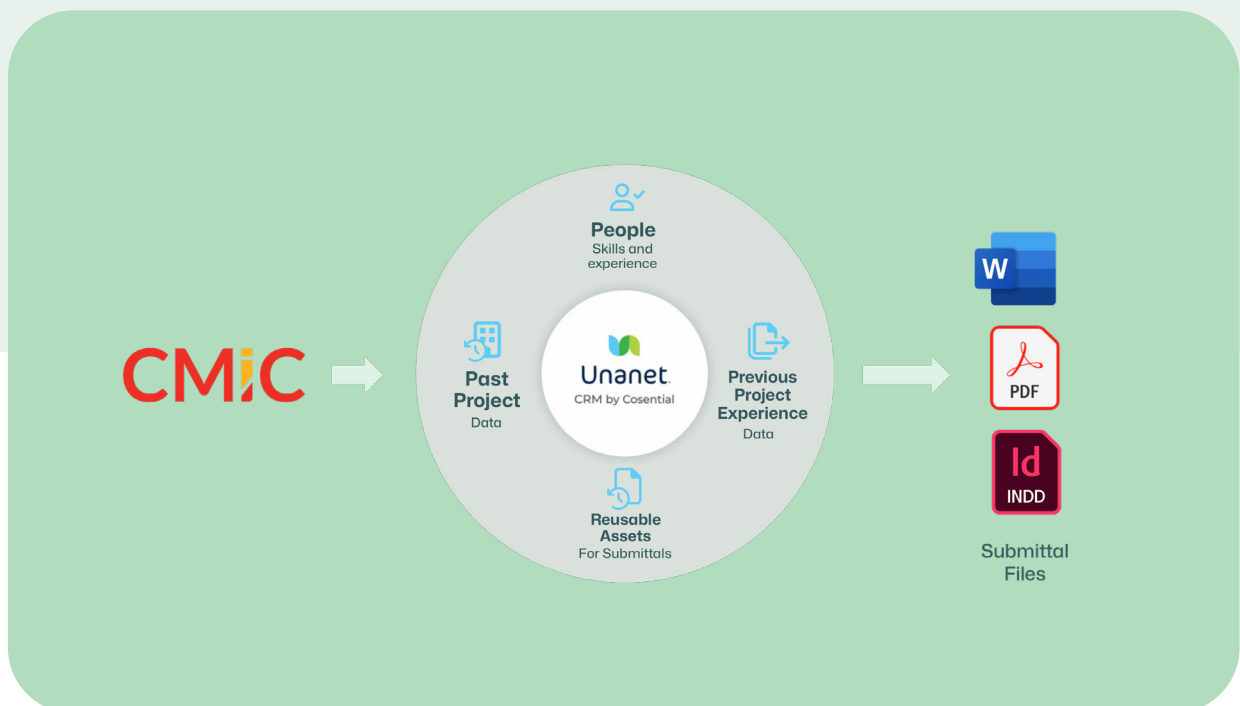
Unanet CRM is trusted by 50+ CMiC customers, including:



Leverage past projects for future project profitability

For construction firms, the ability to leverage past project data is a key advantage when deciding whether to pursue a future opportunity. Winning the wrong kind of project can destroy not only margin targets, but also the reputation of the firm.

Integrating project data from CMiC into Unanet CRM by Cosential helps you avoid such outcomes. Instead, you can make better strategic decisions on pursuits by leveraging all of the firm's project and relationship history with a client.



With CMiC data accessible in Unanet CRM, your pursuit and proposal teams can:

- View past projects you've done for the client
- See the profitability of those projects
- Understand your firm's relationship history with the client
- Find and position the best personnel for the project
- Know the client's preferences

With easy access to this data, your firm can:

- Improve win rates
- Ensure profitability targets are hit
- Eliminate communication issues that often delay winning deals
- Avoid errors and costs related to manually finding, entering, and maintaining redundant data in multiple systems.



**“Unanet CRM is
a game-changer.
We are in a better
position, no doubt.”**

—
Don Adair,
Executive Vice President and
Relations Officer, Swinerton

Ready to get started?

**Schedule a
demo today.**

Meet Unanet CRM

Unanet CRM enables architectural, engineering, and construction (AEC) firms to increase revenue while decreasing the cost of winning new business, with growth and relationship management software and services that bring order, control, speed, and efficiency to business development and marketing processes. As the leader in growth and relationship management software for the AEC industry for over 20 years, we have helped more than 1,000 AEC firms increase annual revenue and improve productivity in key business development processes by up to 50%.

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